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No. 187
Dec '76

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HEY AYY!
WHOA OHH!

JR

...EVEN THOUGH WE DO A TAKE-OFF OF "HAPPY DAYS" IN THIS ISSUE...ALONG WITH A SATIRE OF "ALL THE PRESIDENT'S MEN" FEATURING GUESS-WHO AND-WHO

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NUMBER 187 DECEMBER 1976

MAD

"Absence makes the heart grow fonder . . . of someone else who's around!"—Alfred E. Neuman

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DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—Dec. 1976, Volume 1, No. 187. Published monthly except February, May, August and November, by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 20 issues $10.00. Outside U.S.A., 20 issues $12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1976 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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LETTERS DEPT.

NEUMAN'S POLITICAL PROSPECTS COVER

I cast my vote for your September cover. Am I correct in assuming Alfred E. Neuman is the candidate of the "Demoralization Party"?

J. Scott
Oceanside, N.Y.

BOREY LYNDON

Congratulations on your splendid rendering of Kubrick's "Borey Lyndon". I liked Drucker's last panel where we finally see Ryan O'Neal's leg sticking through a hole in the mattress, a stunt that was painfully obvious in the film.

Bruce Perry
Irvine, Calif.

Your satire of Kubrick's expensive self-indulgence was right on the mark. The movie, tedious as it was for most, was the work of a genuine 20th Century genius, and I loved it anyway.

Phyllis Ekins
Hudson, Pa.

Kubrick may be a 20th Century genius but he was working for Warner Brothers on that one!—Ed.

When I read "Borey Lyndon", I started on a Wednesday and finished on Wednesday of the following week.

Todd Lenderman
Wilkesboro, N.C.

I really enjoyed "Borey Lyndz-z-z-z-z-"!

Eleanor Gallagher
Philadelphia, Pa.

ONE DAY ON THE HIGHWAY

I want to congratulate Don Martin on "One Day On The Highway". The motorcycle daredevil ought to sign up those cops for his act. (If they make it.)

Maury Orourk
Baton Rouge, La.

U.F.O. PANIC!

Yep, we're in a panic over our UFO's (Unquestionable Flop Offerings) for full-color portraits of MAD's "What—Me Worry?" kid, Alfred E. Neuman, (ready for framing) which have been sighted in every issue, but haven't landed any orders. So if you'd like to help them take off again, launch: 35¢ for 1, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 84 to MAD, 485 MADison Avenue, N.Y., N.Y. 10022

WHATEVER BECAME OF . . . ?

"Something" about The Beatles in "Whatever Became Of . . . ?" made me "Twist And Shout". I really loved it, "With A Little Help From My Friends" Frank Jacobs and Bob Clarke.

George Biever
Tell City, Ind.

Bob Clarke's aging process is the best "in years"! Wish he had given The Fonz the test of time.

Steven Scharff
Hillside, N.J.

Clarke Ages The Fonz!

I know what Frank Jacobs and Bob Clarke will be doing in 1996. Still hiding out after what they said about Muhammad Ali and Al Pacino!

Robert Alelyunas
Corbett, Oregon

MODERN AMERICAN CLASS SYSTEM

Regarding "A MAD Guide To The Modern American Class System" . . .

When You're Down And Out, you'd be content if you were just getting by.

When You're Just Getting By, you'd be content if you were making it.

When You're Making It, you'd be content if you were on top of the heap.

When You're On Top Of The Heap, you're never content!

Arthur Robinson
Hartford, Conn.

For the information of Coker, Jacobs and D'Amico:

Down And Out, you borrow MAD from a friend.

Getting By, you buy it at a newsstand.

Making It, you get a subscription.

On Top Of The Heap, you realize that MAD **drove** you to become such an astounding success!

Robin Frados
New York, N.Y.

WHERE ELSE BUT ON TV . . . ?

Your "Where Else But On TV . . . ?" was fantastic, but Tom Koch and Jack Davis forgot one. Mainly, the uncanny ability of the humble General Practitioner to diagnose extremely rare diseases contracted by his dearest friends!

Dawn Rice
San Rafael, Calif.

"Where Else But On TV . . . ?" can a sniper with a telescopic lens position himself on opposite rooftops because all his intended victims have conveniently visible, well-lit apartments and offices facing the street?

Joel Patingre
New London, Conn.

"Where Else . . . ?" can glib and boisterous zanies, bewildered tradesmen, and intruding neighbors let themselves in through unlocked kitchen doors and join the resident family in arguments or vital and personal discussions?

Don Phelps
Cohasset, Mass.

"Where Else But In MAD . . . ?" can you laugh your head off reading one page and fall asleep on the next?

Meri Borzilleri
Lake Placid, N.Y.

A MAD LOOK AT THE BEACH

Sergio Aragonés's "A MAD Look At The Beach" was a sandy sequence full of true grit!

Andrea Miller
Seattle, Wash.

Aragonés always establishes a beachhead of humor on the MAD shore!

Elaine Schmidt
Langhorne, Pa.

He's a real son of the beach!

Lane Timmons
Malibu, Calif.

SLOB-PROOFING YOUR HOME

Al Jaffee's "Slob-Proofing Your Home" was one of the funniest of his "solutions" series.

Jill Nelson
Santa Monica, Calif.

HARSKY & STUTCH

"Harsky & Stutch" closely parallels the actual format of the television series. However, Angelo Torres seems to have missed *the point of the show* entirely. Unlike the shapeless clodhoppers drawn, Starsky's shoes are a work of art. As any competent observer would readily note, they are an electric blue suede on nylon combination with three white racing stripes on each side and a white pull-on tab at the heel.

Barbara Tupper
Becky Kologi
Idaho Falls, Idaho

The Silverstone-Torres TV satire was exceptional. It should have been entitled "Husky & Starch".

Julie Steveson
Lufkin, Texas

SORRY STATE U.S.A. PHONE BOOK

Jack Rickard's back cover, the "Sorry State U.S.A." phone book, was the best thing MAD has ever done. That's not saying much. Just one question. Who the heck is the first man in the first row, anyway?

Eddy McCollum
Vandalia, Mo.

Loved your "Sorry State" fake-out phone book cover so much, I carefully trimmed it to fit our own directory. I pasted it on and left it by the phone. My husband, Tom, has been using this "doctored" directory for three weeks now and hasn't noticed the difference.

Carla Dago Clark
Brooklyn, N.Y.

Phoney Phone Book

Your back cover is more subtle than some of your cautionary visuals, but, oh boy, how incisive! Thanks.

Dorothea Dunifon
Claremont, Calif.

Bet Rickard has developed a hang-up about phones!

Chris Cottorone
Victor, N.Y.

Rickard's Hang-Up About Phones!

I admire your "Political Directory" as a satire more than I admire any of the men in your "Political Directory" as politicians.

Renelle Massey
Vienna, Va.

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☐ Return of MAD Old Movies
☐ MAD-Vertising
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☐ AL JAFFEE's Snappy Answers
☐ AL JAFFEE's MAD Book of Magic
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☐ Still More JAFFEE Snappy Answers
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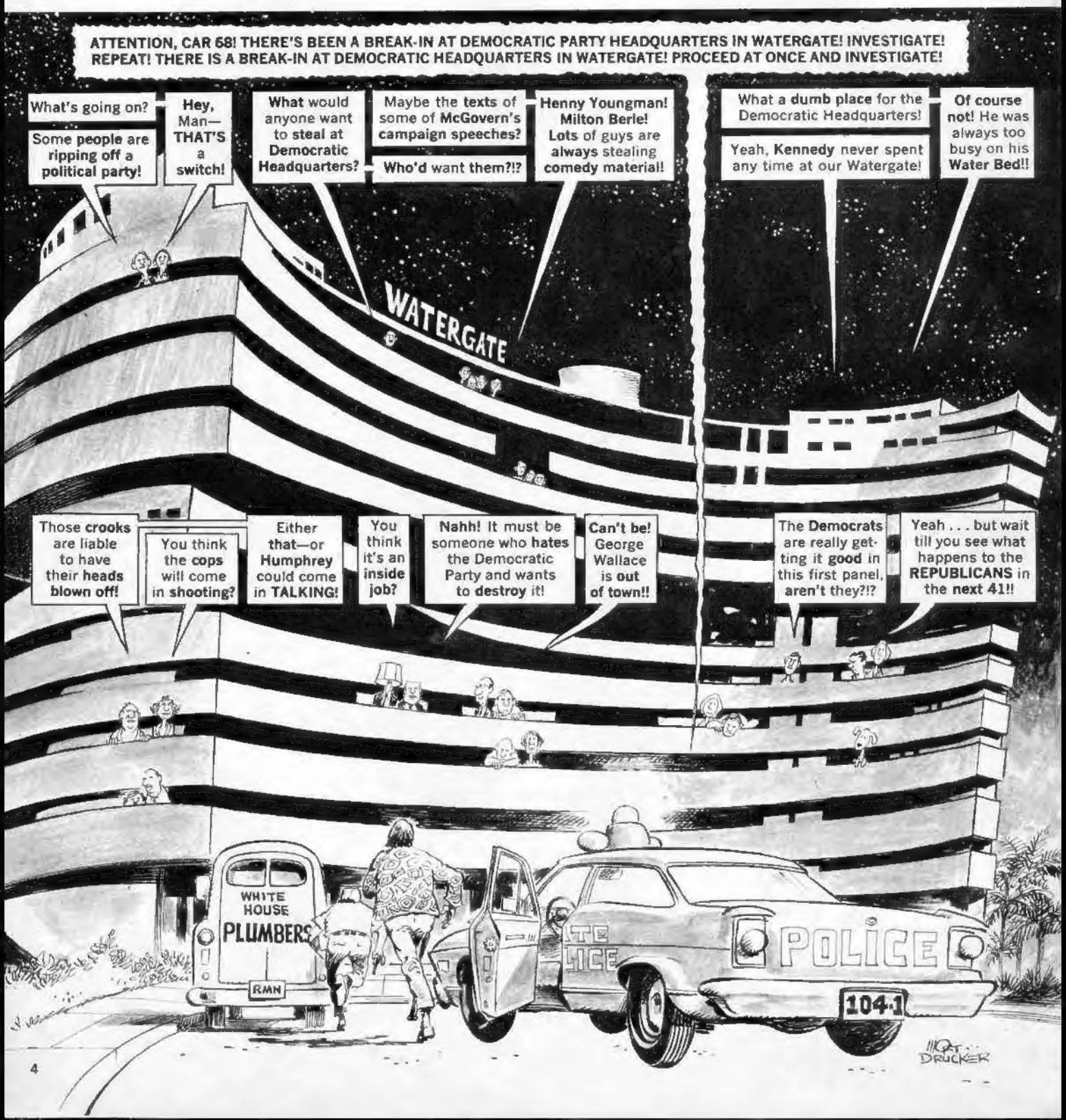
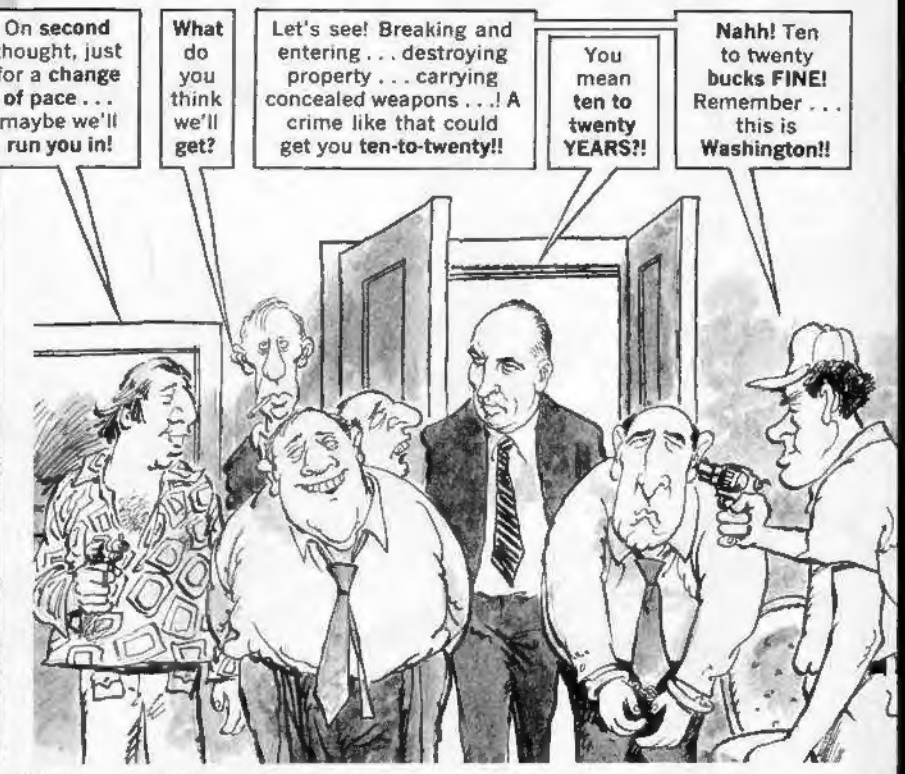
WASHINGTON POST-MORTEM DEPT.

For more than four years, we've all read about "Watergate" in newspapers, we've watched it on television, we've heard about it on radio and we've read about it in best-seller books! Now, before it becomes a TV Series with a different law-breaker indicted every week (and no need for Summer re-runs because there's plenty of crooks to go around for years!), here's MAD's version of the smash-hit "WATERGATE MOVIE"! The time is 1972, the place is Washington, D.C., and we are about to discover the unmitigated . . .

GALL PRESI



OF THE DENT'S MEN



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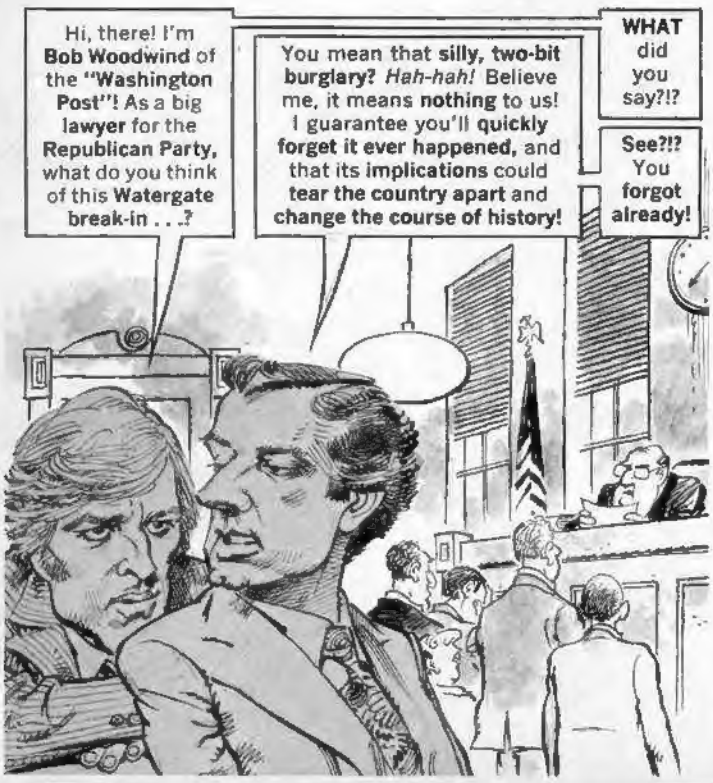
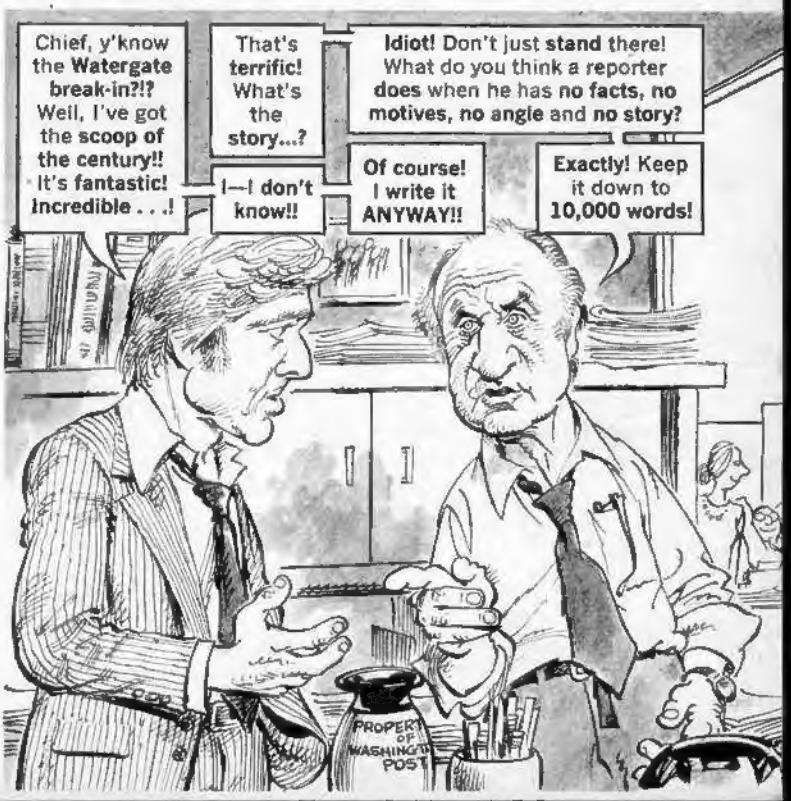




Hey, Chief! Did you hear about the **Watergate burglary** last night?!? It's **dynamite!** Please—**put me on it!** I'm **dying** to **cover** it!

Okay, Burnsteam! What's the **story...?**

I—I don't know!!

Oh, boy—have **I** got a **partner** for **you!!**

Look, Burnsteam ...I don't mind **criticism,** but I can't stand **nagging! You're** not my **partner** ...you're **acting** like my **MOTHER!!**

Don't be **ridiculous!** And **stop slouching** over your **typewriter!** What's **this?!** You call this a **news story** for a **growing boy?!** Wait till I tell your **Father!!**

See? See? You did **it again!!**

Did **WHAT?** Stop being **PARANOID!**

But...you **just said—**

And don't talk with your **mouth full!!**

CONTRARY TO POPULAR BELIEF, YOU **CAN** BUY A USED CAR FROM ME!

Let's go with that **story,** you guys! The **Editor's waiting** for it!

Burnsteam, you egotistical **fink!** You've **re-written** my draft **three times!** You've **changed** practically **everything I wrote!** There're maybe **TWO WORDS left** that are **mine! Now** what's holding the story up . . . ?!?

I don't like the two words!

What's **wrong** with **"Bob Woodwind"?!?**

Here's the story, Mr. Boldlee! And it's **Page One stuff!**

"Dateline, Washington—Hi, readers. Get ready for the biggest event in newspaper history. Unfortunately, we don't know what the story is yet, but—wowie—take it from us, it's a biggie! Now here are all the things we don't know so far: First—"

Good Lord, you call this mess a **STORY!?** It's a **NOTHING!** You didn't even follow the **basic 5 "W's"** of **Journalism: Who? Where? When? What?** and **How?** Get these bums out! I need **reporters!** I need **newspapermen...!**

Sir... **"How" doesn't begin** with a **"W"!**

I ALSO need **spellers!**

Now you punks **go out** and **dig up facts!** And **don't ever come** in with a pile of garbage like **this** and expect me to print it on **Page One!**

What should I **do** with this pile of garbage?

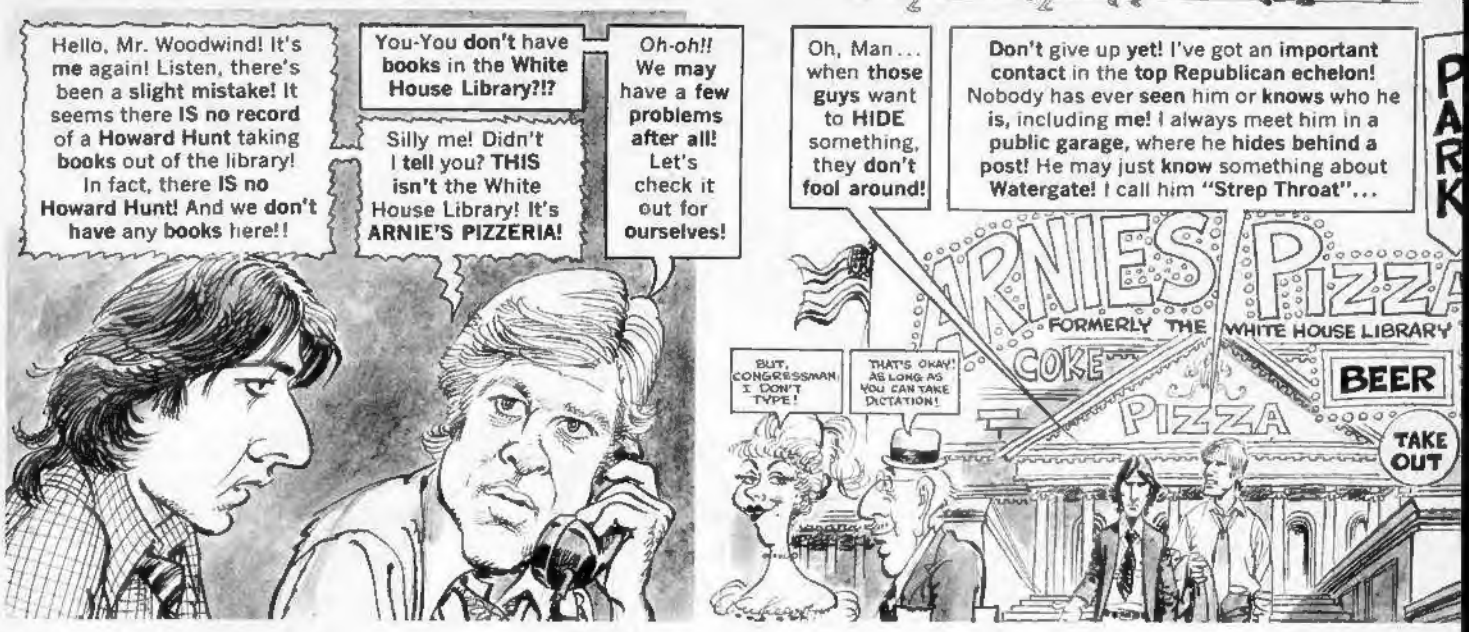
Put it on **Page 3—** where it **belongs!**

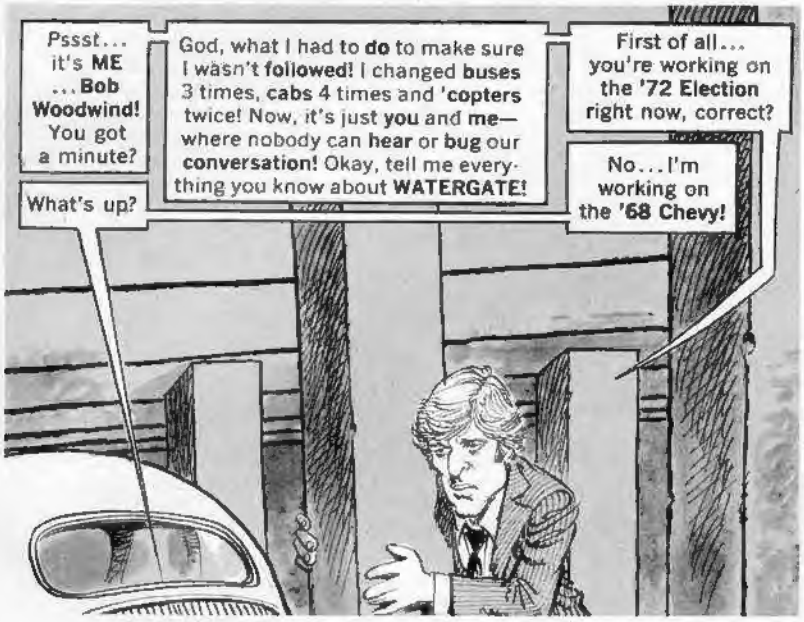
Oh, Man! Who ever heard of a **news story** with **facts!** I think I'll **quit** the **paper**...work up some **comedy routines**...and go into **Show Business!!**

Forget it! There are **no openings** on **TV News programs** these days! Look, I've got a lead! This guy **Hunt** has been taking **books** out of the **White House Library!** I think there's a **clue** there! I'll **call** them—

Yes, Mr. Woodwind! Howard Hunt **HAS** been taking books out of the White House Library! If you **wait** a minute, I'll give you the **titles, authors** and **dates!** It's the **least** I can do for a **total stranger** who, in the **long run,** may be **threatening my job, my career,** and **my very existence!**

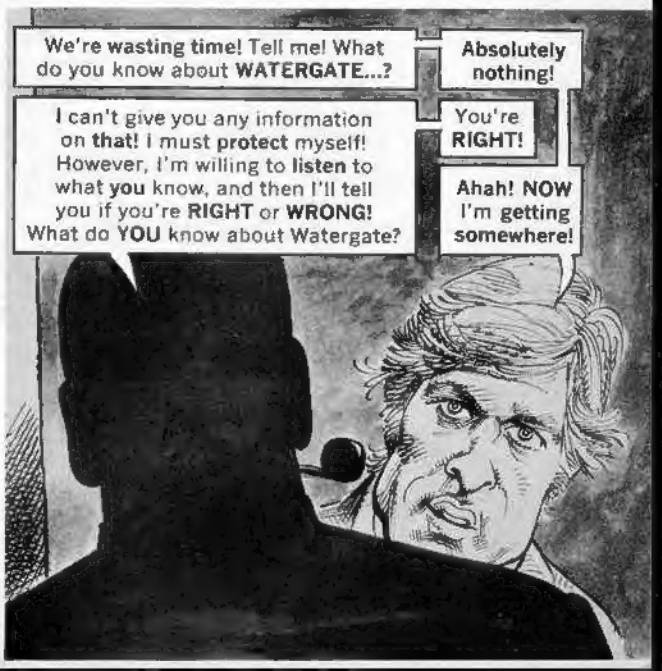
This is going to be a **lot easier** than I **thought!!**


Hello, Mr. Woodwind! It's me again! Listen, there's been a slight mistake! It seems there IS no record of a Howard Hunt taking books out of the library! In fact, there IS no Howard Hunt! And we don't have any books here!!
You-You don't have books in the White House Library?!?
Silly me! Didn't I tell you? THIS isn't the White House Library! It's ARNIE'S PIZZERIA!
Oh-oh!! We may have a few problems after all! Let's check it out for ourselves!
Oh, Man... when those guys want to HIDE something, they don't fool around!
Don't give up yet! I've got an important contact in the top Republican echelon! Nobody has ever seen him or knows who he is, including me! I always meet him in a public garage, where he hides behind a post! He may just know something about Watergate! I call him "Strep Throat"...
ARNIES PIZZA
FORMERLY THE WHITE HOUSE LIBRARY
COKE
BEER
PIZZA
TAKE OUT
BUT, CONGRESSMAN, I DON'T TYPE!
THAT'S OKAY! AS LONG AS YOU CAN TAKE DICTATION!


Pssst... it's ME ...Bob Woodwind! You got a minute?
What's up?
God, what I had to do to make sure I wasn't followed! I changed buses 3 times, cabs 4 times and 'copters twice! Now, it's just you and me—where nobody can hear or bug our conversation! Okay, tell me everything you know about WATERGATE!
First of all... you're working on the '72 Election right now, correct?
No... I'm working on the '68 Chevy!

YOU... YOU'RE "Strep Throat"?!?
No, I'm "Big Al"! The guy you want is behind the OTHER post!
HEY, YOU! IMPORTANT WHITE HOUSE SPY! YOUR CONTACT IS HERE!!
I've got a sneaky feeling that we may have blown our cover!!
EXIT

You idiot! You KNOW I must have complete secrecy!
Don't worry! I'm sure he didn't see your face! Look... if it will make you happier, next time we'll meet in ANOTHER garage!
WHAT?!? You expect me to pack up and move just like that? Besides, where am I going to get RATES like this? Do you realize I only pay $5 for overnight parking here?
Only $5 . . . ? No kidding!!
Yes! And it's only $3 extra for my car!


We're wasting time! Tell me! What do you know about WATERGATE...?
Absolutely nothing!
I can't give you any information on that! I must protect myself! However, I'm willing to listen to what you know, and then I'll tell you if you're RIGHT or WRONG! What do YOU know about Watergate?
You're RIGHT!
Ahah! NOW I'm getting somewhere!

Burnsteam! Stop the presses! Tear out the front page! I've got a great lead . . .
Forget it! Look what I dug up! A secret list of 300 people on the "Committee to Re-Elect the American President" . . . or—as it's known for short—
CRAP!
Right! Now all we have to do is track them down . . .
. . . get somebody to talk, and we'll blow the story wide open! Can you imagine what a thrill it's going to be for these people to talk to real newspapermen!!
Hi, there! We're reporters with—
I've got nothing to report!!
SLAM
Hello! We're investigating—
I've got nothing to investigate!!
SLAM!
I've got a feeling all these people have been reached! Somebody from HIGH UP has ordered them not to cooperate!
I've got nothing to cooperate!!
SLAM
See what I mean?! That's 168 people we've called on and we got nothing!! You go back to the office! I just thought of a way to get into one of these houses!!
Nice of you to invite me into your home, Ma'am!
It's MY pleasure! Can I get you some cookies? How about an omelet? What say I roast you a turkey? It'll only take a few hours, and—
No thanks! And I have a confession to make! I'm really a reporter!
A REPORTER?! That's the most disgusting, lowest creature on earth! You LIED to me! You told me you were a RAPIST!!
Yeah, I'll say anything to get a story!!
Leave me alone! I'm not talking!
We know about the "Slush Fund" and the hanky-panky that's going on! Please! Just give me some names . . .
Never! A girl in my office once squealed on the Party! Ugh!! What awful fiendish torture they put her through! They tied her to a chair and then . . . and then . . .
They made her listen to Nixon's "Checkers Speech" . . . and watch home movies of Julie and David's wedding!!
Good Lord, those savages will stop at nothing!

Look, to protect yourself, instead of actually naming names, suppose you give me some hints! You know—initials—letters—things like that! I'm very sharp! I'll figure it out!
Very well! Here's the first one!
Gi'me a J! Gi'me an O! Gi'me an H and N! Gi'me an M! Gi'me an I! Gi'me a T and C! Gi'me an H! Gi'me an E! Gi'me an L and L! Boomalaka, boomalaka, sis, boom, bah! J-O-H-N—M-I-T-C-H-E-L-L—J-O-H-N—M-I-T-C-H-E-L-L—Rah, rah, rah!
H.R.Haldeman! Got it! Who else?
Woodwind! I got her to talk! You'll never guess who's involved! Wait . . . I better not give it to you over the phone! It's too dangerous! I'll give you a clue! You're bright! You can figure it out! Now—do the initials H.R.H. mean anything to you . . . ?
My God! John Mitchell!
Him, too!!
Hi! I'm
YEEEEEOWWW!
Pleased to meet you!!
Chuckle, chuckle! Have a seat . . .
OOOPS! Oh-oh! Get away from me with that—that flower! I can imagine what's going to happen!
Hah-hah-hee! Believe me . . . this is a REAL FLOWER!!
BRAAPP!
It's THAT flower you have to worry about!! Hah-hah-hee-hee! Chuckle, chuckle, wheeze, gasp!
SPLATT!
Hey, look! ENOUGH, already! I'm Snarl Burnsteam from the "Washington Pest". . .
I'm Donald Segretti with the "Nixon Dirty Tricks Committee!"
Gee, I NEVER would've guessed!
Here it is! The whole story! I got names, dates, places! It's all in these notes in my pockets! This is going to blow the lid off Washington! Go ahead . . . read . . . READ!!
"These pants were inspected for defects by Checker Number 46 . . ."
Damn it! one of these days, I gotta buy me a note pad!

Boys, I've got bad news! All your key sources are denying everything we've printed on Watergate! And now the F.B.I. claims this is going to hurt them in the life-and-death struggle with the enemy!

But how can the TRUTH help the Russians?

WHAT Russians?! They're talking about the C.I.A.!!

Listen, Strep Throat! I'm in trouble! You can save me! You MUST tell me the COMPLETE truth about Watergate!

Actually, you haven't even scratched the surface yet! What an incredible conspiracy by mediocre men! It's so amazing what a LONG WAY ambitious people with little talent can go on NOTHING John Mitchell, Maurice Stans, Jeb McGruder, H.R. Haldeman, John Ehrlichman, Ed McMahon . . .

ED McMAHON is involved in Watergate?

No, but you gotta admit HE's gone a long way on nothing!

Thanks, Strep! You gave me exactly what I need!

The Watergate crowd plays rough . . . eh?

I warn you! Be very careful when you leave here! Your life is in danger! At any moment, you can be destroyed by bloodthirsty people without a shred of conscience!

What Watergate crowd? I'm talking about the CAR-PARKERS in this garage! Those insane screeching trips up and down the ramps! Hoo-boy, Man, if you don't move fast . . . it's your ass!!

As one top Republican after another is indicted for Watergate-related crimes, the finger of suspicion draws ever closer to

Our President will now take his Oath of Office . . .

Repeat after me! I, Richard M. Nixon—

I . . . Richard M. Nixon—

Do solemnly swear—

Do solemnly swear that I AM NOT A CROOK!!

Not yet! Not yet! That comes later!

Whoops! Sorry!

Whew, I'm exhausted! Now that it's over, I want to go home and sleep for a week!

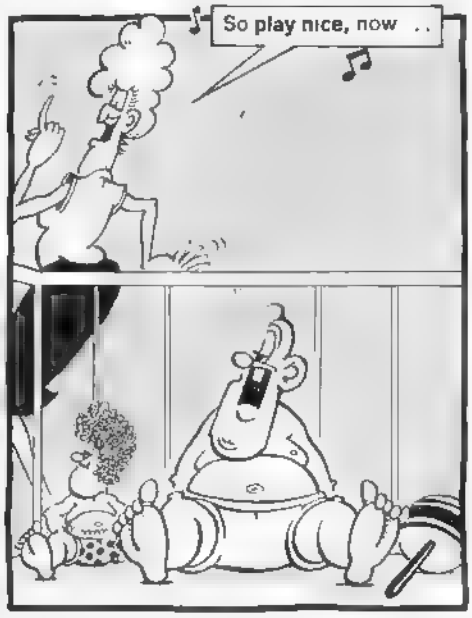
Me, too! Y'know, I can't figure out WHY a guy like Strep Throat—whoever he is—would blow the whistle on so many members of his Party, right to the very top! What does he have to gain? I don't understand!

Hey, THERE's Strep Throat now! Holy Cow! For the first time, I SAW him! So THAT's who he is!!

NOW, I understand!! NOW, I understand!!

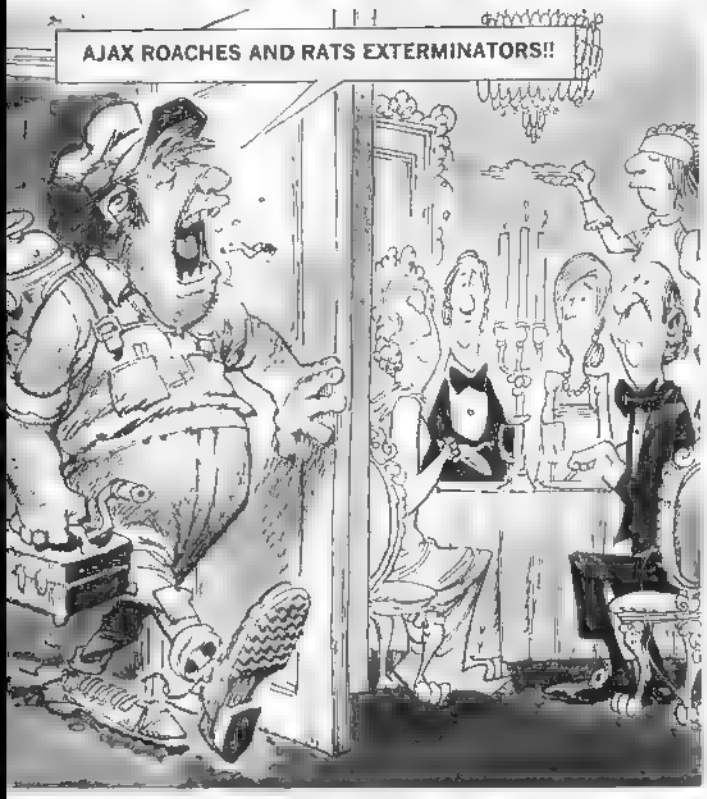
DON MARTIN DEPT. PART I

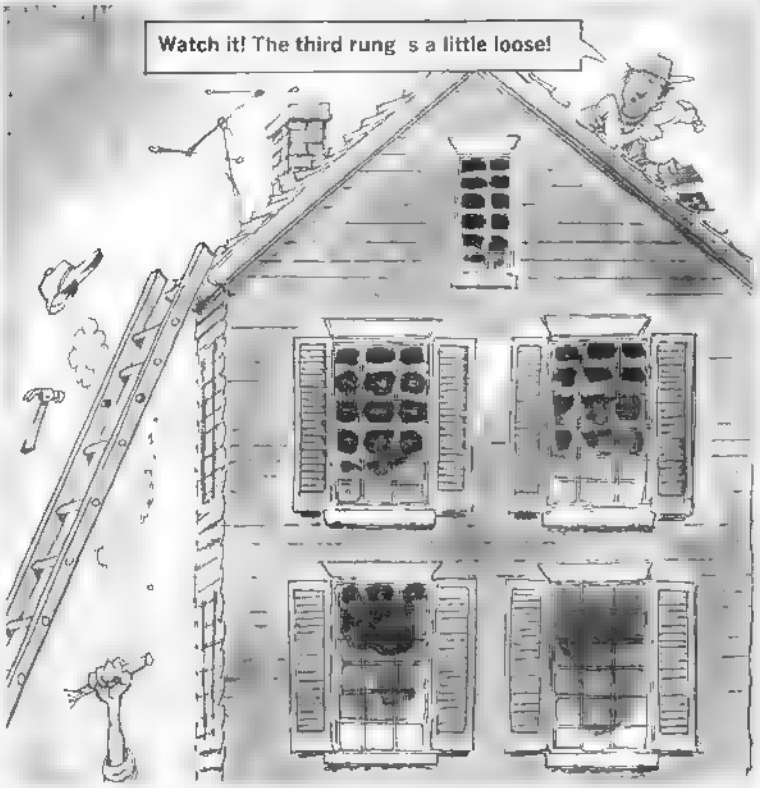
ONE FINE MORNING IN A PLAY PEN

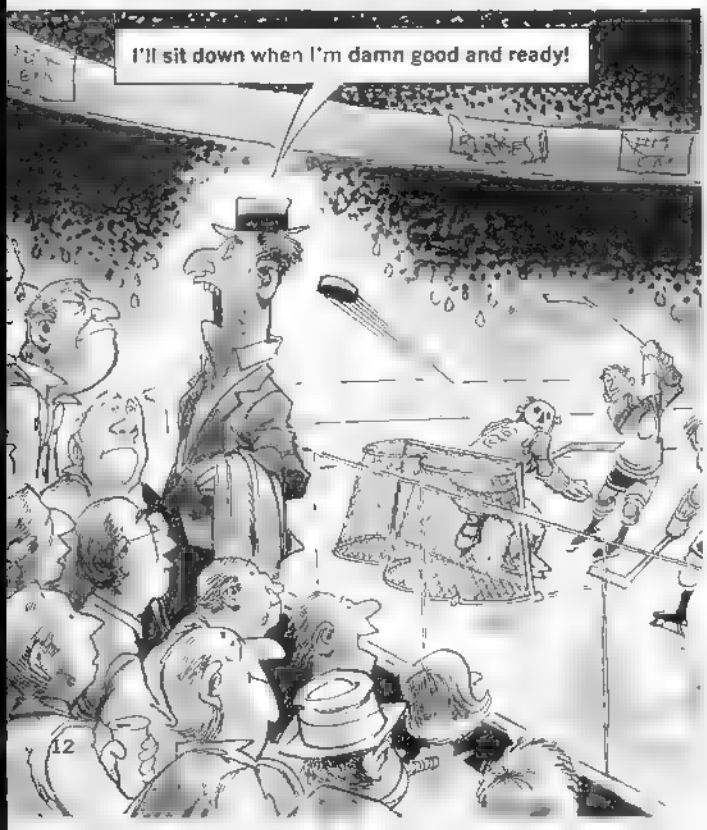


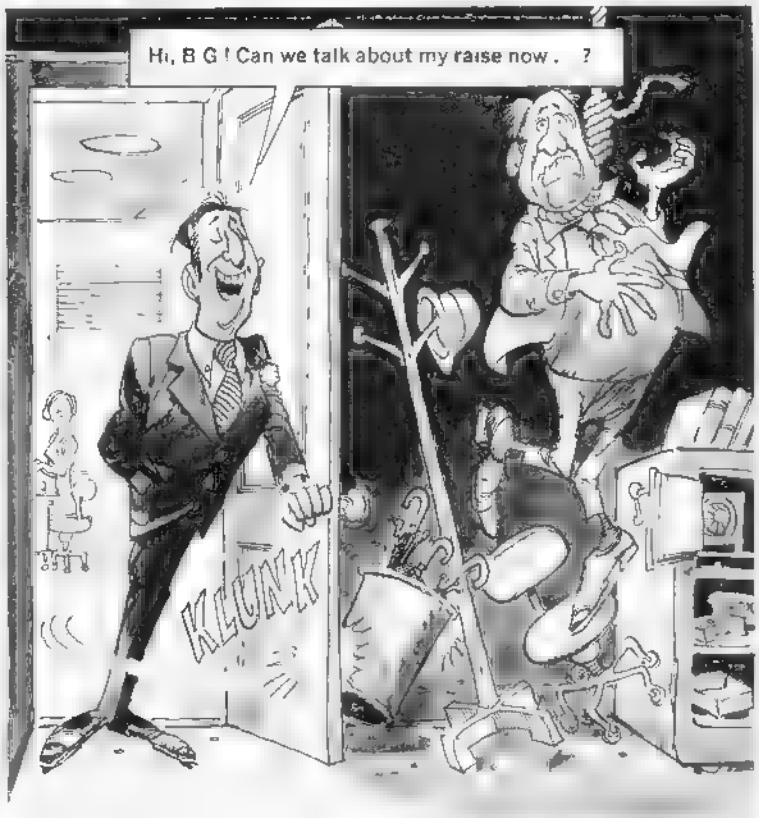
GREAT MOMENTS

ARTIST, JACK DAVIS



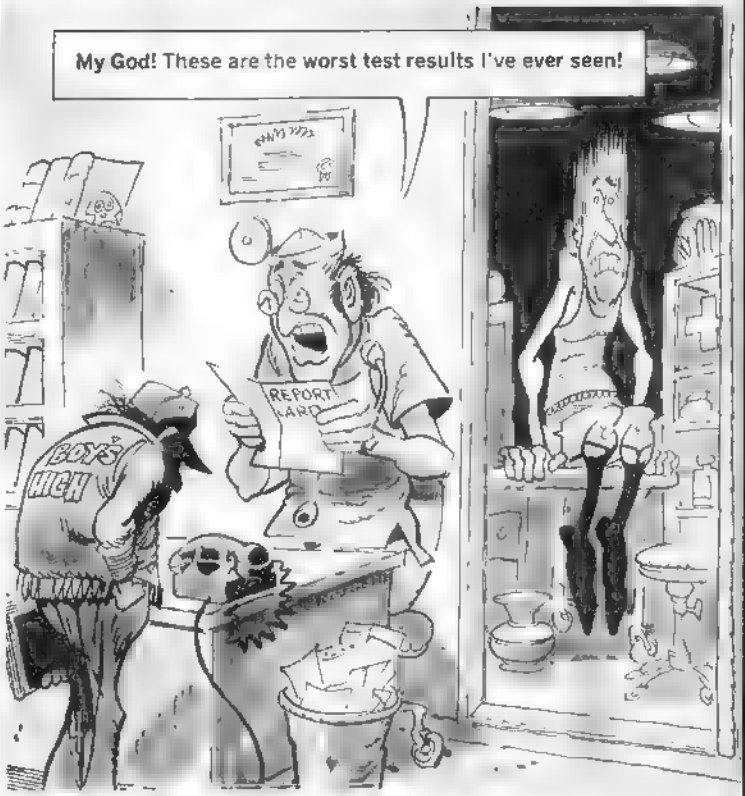


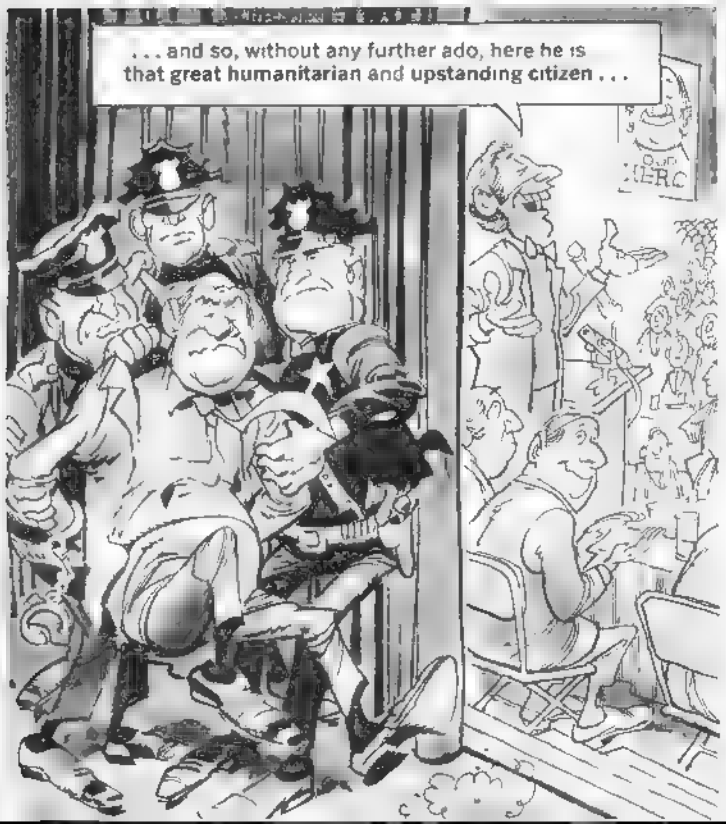


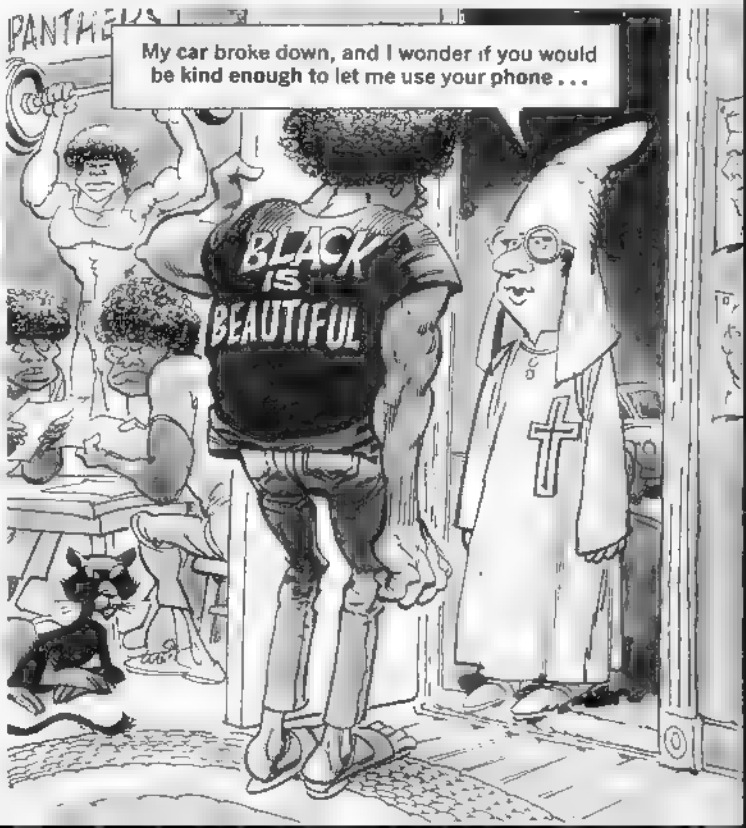


IN BAD TIMING

WRITER: PAUL PETER PORGES





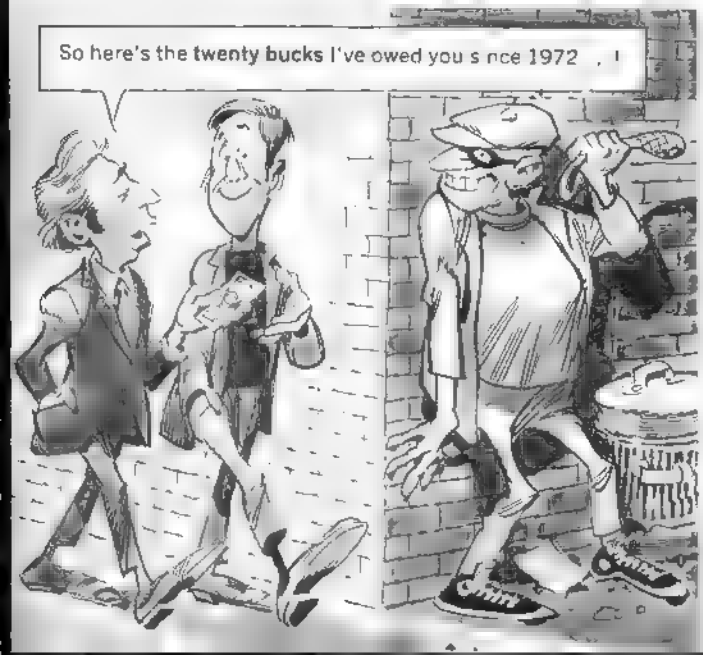


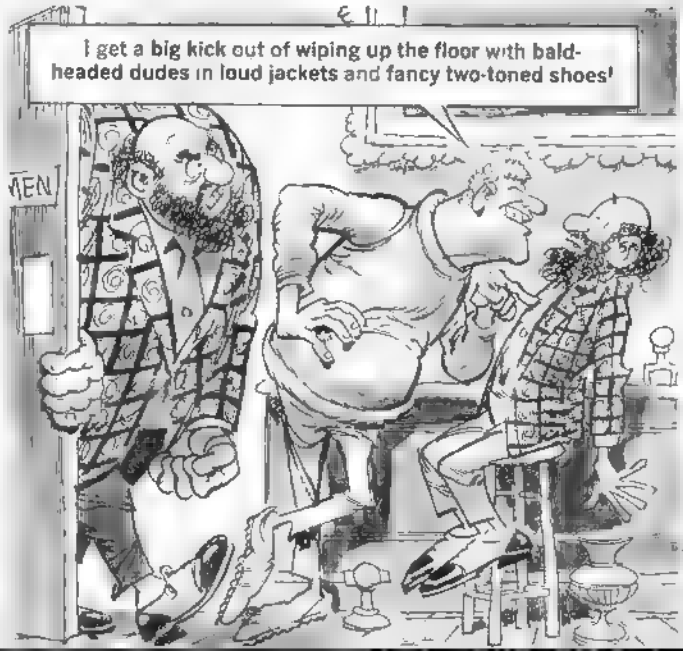
Honey . . . I brought Mr. Kitzel home for dinner . . .!

Whew! Thank heavens I made it in time! It's a last minute reprieve from the Governor . . .
ZZZZZT
OFF
ON

All present and accounted for, Sir

Just drop it anywhere!

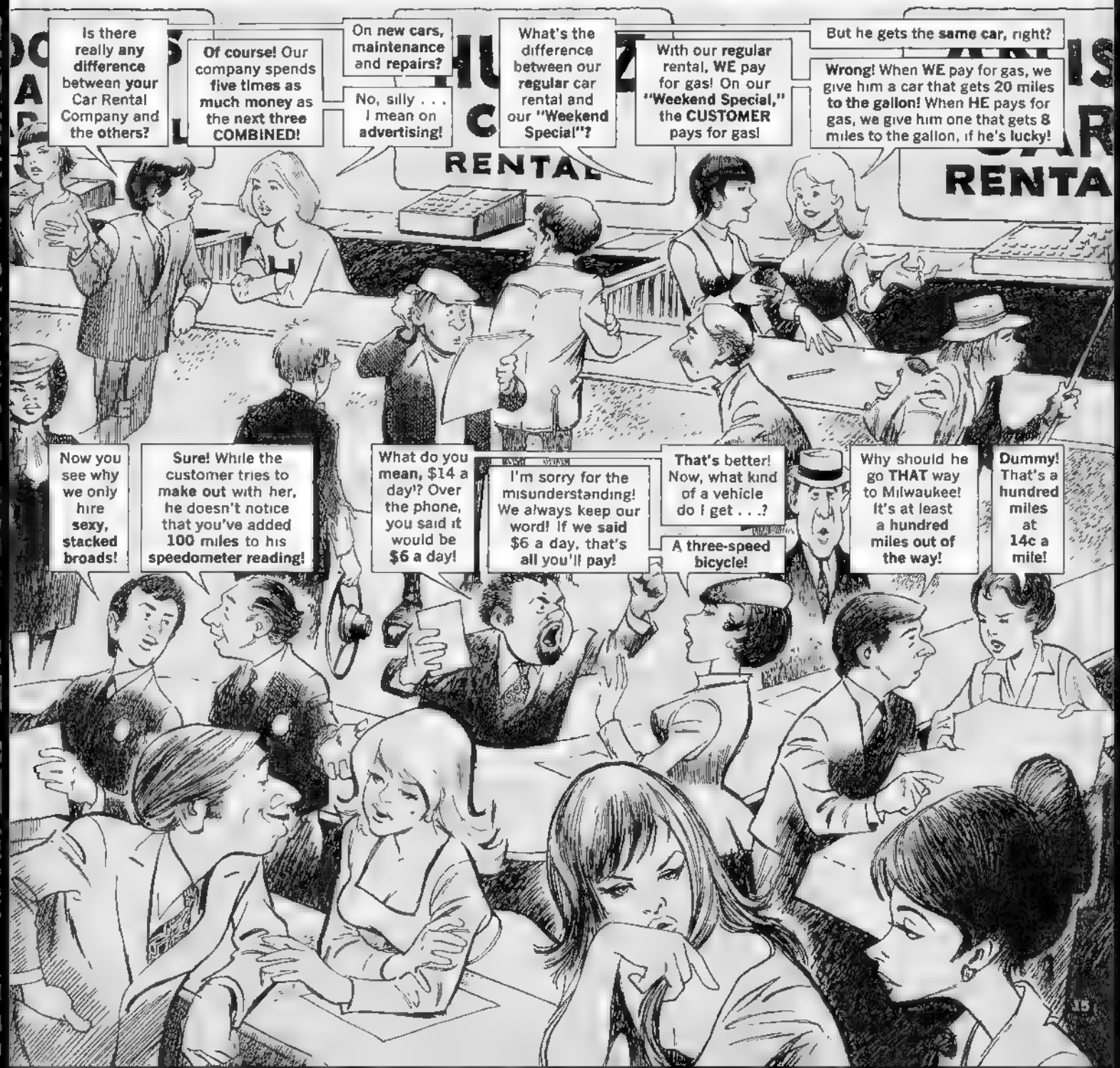

So here's the twenty bucks I've owed you since 1972 . . .


I get a big kick out of wiping up the floor with bald-headed dudes in loud jackets and fancy two-toned shoes!
MEN

A MAD PEEK BEHIND THE SCENES

CAR RENTAL COMPANIES

ARTIST: BOB CLARKE WRITER: STAN HART



When I tried to stop, the brakes failed, and I plowed right into the wall of an overpass! It was terrible!

Don't be upset! We'll only charge you our compact car rate!

I tried to call you all morning but the line was tied up! Don't you have more than one phone?

We have SIX telephones, Sir!

All taking reservations?

No . . . only TWO take reservations!

What about the others?

We use those to call our competition . . . and keep THEIR lines tied up!

The transmission went, the brakes failed and the steering locked!

Thanks for the information! Is there anything else? I'm busy.

You're not going to CHARGE me for that disaster, are you?!

Sorry . . . but if you read your Car Rental Agreement, you will find that you are totally responsible!

Okay . . . but you'll have to add two more miles to the speedometer reading!

Why's that?

Because after I hang up, Honey . . . I'm letting that pile of junk you call a car roll off a ten thousand foot cliff!

We put one of these Car Sickness Bags inside each of our cars!

Isn't that a waste?! Not everyone gets car sick!

They do when they see what the inside of our cars look like!

Bring Car No. 31 around PRONTO! A customer has to rush his wife to the hospital!

Stall him! It's a close game and I gotta see how it comes out!

What inning is it?

Bottom of the first!

Hi, there! I'd like to rent a car!

How old are you, Son?

I'm 19!

Sorry! We don't rent cars to anyone under 21 years of age!

But it's not for me! I'm doing this for my Grandfather! He's too old to read the contract and his hand shakes too much to sign it! He's 76 years old!

Well, in that case it's okay! Now, what kind of car does your Grandfather want . . .?

You really think that car's gonna get him to Chicago?

It will, if Chicago's DOWNHILL from here!

Wow! I just made it!

I'm sorry, but I'll have to charge you for another day!

But I made it by one minute!

No, you missed by NINE!

How come?

Because it takes me ten minutes to fill out your form!

CARS MUST BE RETURNED BY 8:30 AM

But, Sir . . . our Computer indicates that you most definitely reserved a two-door with power brakes and power steering!

I don't care WHAT your damn Computer says, I will not drive a dump truck!

I'd like to take advantage of your "Fly And Drive Vacation" offer!

Of course, Sir! You fly to any of our Vacation Wonderland Cities, stay at least 7 days, and you get a rental car free!

Sounds great! Which are your Vacation Wonderland Cities?

Cleveland, Ohio . . . Dubuque, Iowa . . . Altoona, Pa., and Far Rockaway, N.Y.!

Let's see! That's fully powered, radio, heater, air conditioner, windows, doors, upholstery! With those extras, it comes to $15 a day plus 15c a mile!

WHAT?!? Your sign says "TWO DOLLARS A DAY"!!

That's right! And that day was July 1st, 1963!

But they told me I could leave the car at the rental office here in the airport, and that you would shuttle me to my airline terminal!

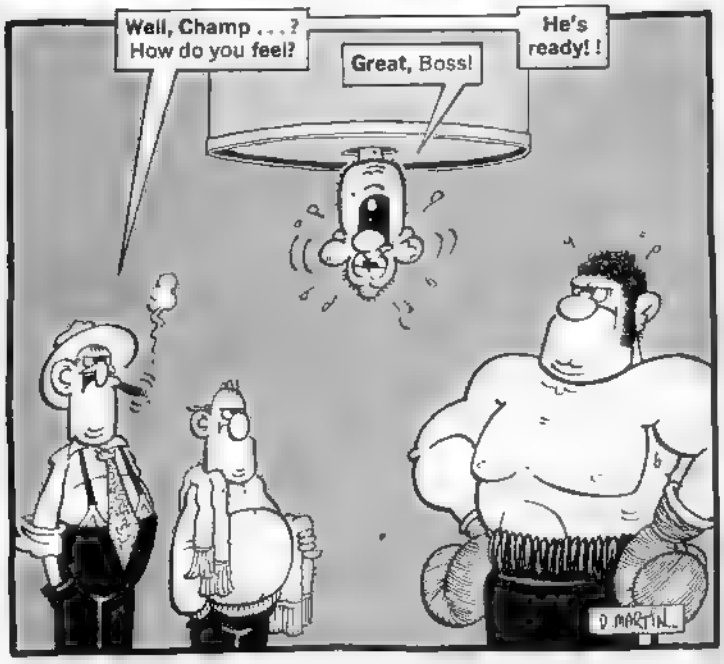
Sure! Just as soon as the bus fills up . . .!

But my plane leaves in ten minutes! How am I going to catch it?!?

Simple! Just rent another car from us for our special "Airport Office Car-Return To Airline Terminal" rate of ten bucks!

DON MARTIN DEPT. PART II

ONE FINE AFTERNOON IN A GYM



TAKE COVERAGE! DEPT.

Nowadays, we hear a lot about "Malpractice Insurance" for Doctors. This insurance covers the Doctor when he screws up, and pays the patient for his lost time, his lost income and his lost organs (which may or may not have had to come out!). And all this is groovy for Doctors, because if they cared little enough for patients before, they can care even less now since the Insurance Company pays for their mistakes. Which got us thinking: How about covering *other* clods who make mistakes for which we all have to suffer? Yessiree, MAD thinks there really ought to be these—

OTHER FORMS OF MALPRACTICE INSURANCE

ARTIST: GEORGE WOODBRIDGE WRITER: STAN HART

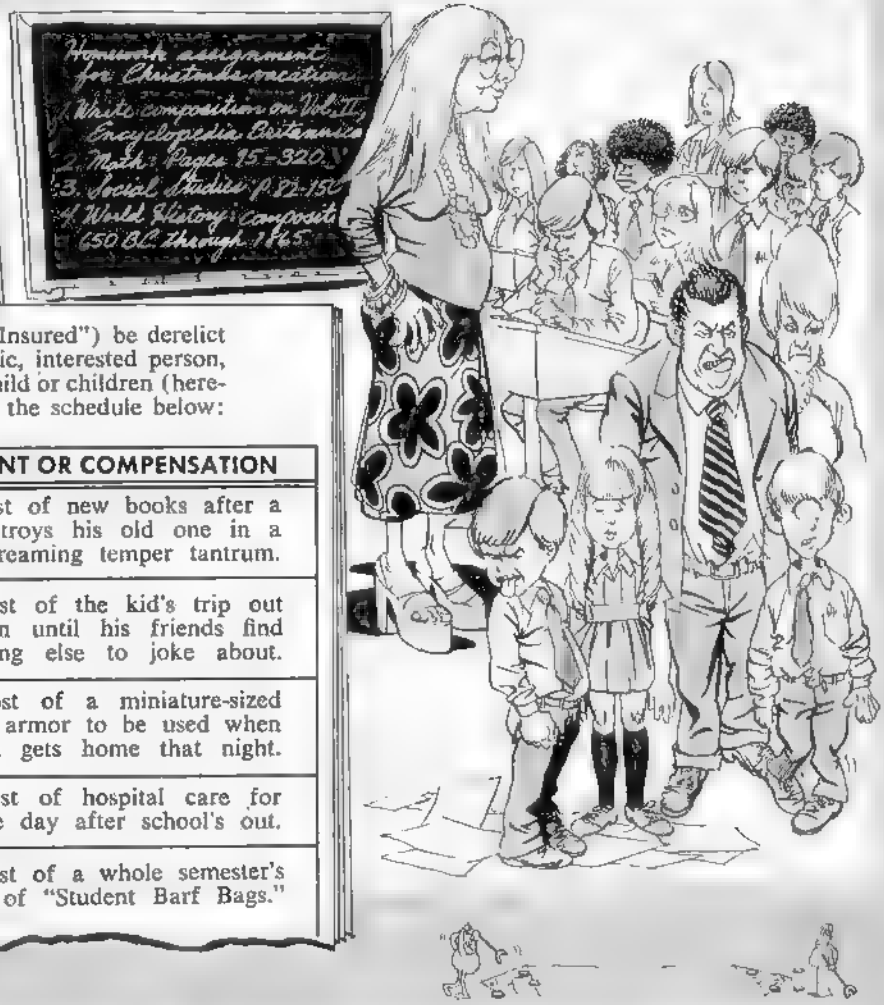
PET OWNERS MALPRACTICE COVERAGE

This policy covers the Pet Owner for any unfortunate incident or other unpleasantness which may arise from an action directly attributed to said "Pet." Coverage does not apply if "Pet" is Doberman, Cheetah or Gorilla. Who's gonna complain about them?

MALPRACTICE INFRACTION	PAYMENT OR COMPENSATION
For not curbing your dog and permitting him to doo on the sidewalks of congested areas—	The cost of replacing people's shoes (also socks and trouser cuffs if yours is larger dog).
For encouraging your guests to pet your dog because "he won't bite... he just loves people"—	The plastic surgery fees for removing the fang marks from your guests' hands and arms.
For allowing your dog to run free through neighborhood—	The cost of finding homes for the litters of pups he sired.
For having the bad taste and the unmitigated gall to take your dog along when you visit the home of a close friend—	The cost of a rug cleaning and also replacing your friend's address book because he's torn out the page with your name.
For using that old pretext of walking your dog at night in order to meet and date girls—	The cost of the hookers whose time you waste thinking they were really interested in you.
For having a dinner party and feeding your dog at the table—	The cost of Pepto Bismol, Alka Seltzer and other cures needed to treat your guests' nausea.

MUTUAL OF FINSTERVILLE

Teachers Malpractice Insurance



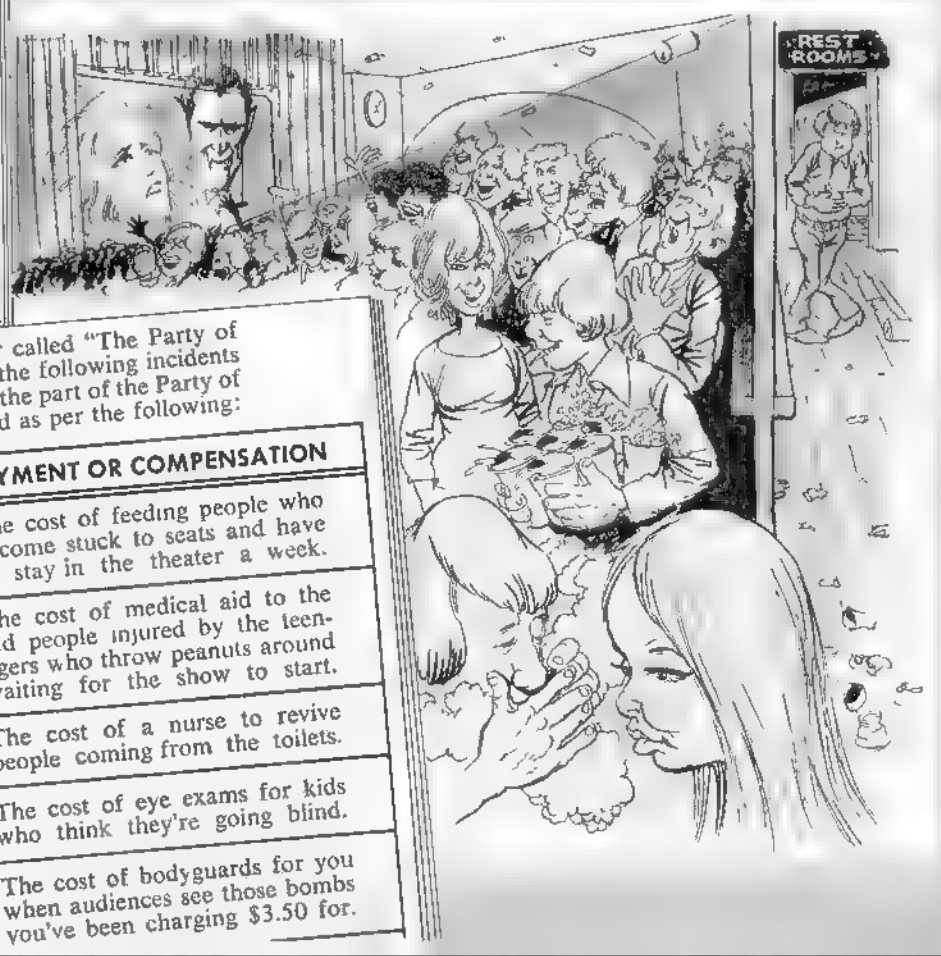
Should the Teacher (hereafter called "The Insured") be derelict in his or her duty as a concerned, empathic, interested person, the Company will re-imburse the damaged child or children (hereafter called "The Victims") as reflected in the schedule below:

MALPRACTICE INFRACTION	PAYMENT OR COMPENSATION
For assigning homework during Christmas or Easter vacations, or over any holiday weekend—	The cost of new books after a kid destroys his old one in a wild screaming temper tantrum.
For picking a play in which a 10-year-old boy has to kiss a 10-year-old girl on the lips—	The cost of the kid's trip out of town until his friends find something else to joke about.
For calling on a "dumb" child when his parents are in the room during Open School Week—	The cost of a miniature-sized suit of armor to be used when the kid gets home that night.
For making the most unpopular child your "Teacher's Pet"—	The cost of hospital care for him the day after school's out.
For trying to talk hip to your students & for trying to look younger than you really are—	The cost of a whole semester's supply of "Student Barf Bags."

THE COLOSSAL SENSATIONAL INSURANCE CORPORATION

presents

THE THEATER OWNERS MALPRACTICE POLICY



The Party of the First Part (hereafter called "The Party of the Second Part") will be covered for the following incidents which may result from belligerence on the part of the Party of the—You pick a part!—and will be paid as per the following:

MALPRACTICE INFRACTION	PAYMENT OR COMPENSATION
For allowing your customers to buy drinks and take them back to their seats during shows—	The cost of feeding people who become stuck to seats and have to stay in the theater a week.
For having those endless intermissions between each segment—	The cost of medical aid to the old people injured by the teenagers who throw peanuts around waiting for the show to start.
For failing to clean your rest rooms on a regular daily basis—	The cost of a nurse to revive people coming from the toilets.
For showing wide-screen films on your regular size screen—	The cost of eye exams for kids who think they're going blind.
For charging $3.50 admission—	The cost of bodyguards for you when audiences see those bombs you've been charging $3.50 for.

THE PRUDENT INSURANCE COMPANY

"Some Peace For The Jock"

LITTLE LEAGUE MANAGERS MALPRACTICE COVERAGE

This policy is issued to protect those Little League Managers who fail to carry out the ideals, hopes and purposes of Little League Baseball. The Company will make restitutions for any of the malpractice infractions listed as per the schedule below:

MALPRACTICE INFRACTION	PAYMENT OR COMPENSATION
For taking out a child for a pinch hitter when the team is behind 17 in the 1st inning—	The cost of soundproofing the kid's room so his folks can't hear him cursing and sobbing.
For being too energetic and dedicated when hitting balls to kids for infield practice—	The fees for replacing busted glasses, capping front teeth, and having broken noses fixed.
For putting a new pitcher in with bases loaded in the last of the ninth of a tie game—	The cost of dry cleaning the kid's uniform, and especially for laundering his underpants.
For insisting on coaching kids on the proper way to slide—	The cost of skin graft operations on the kids' buttocks.
For insisting on getting up to bat to show the kids "just exactly how it should be done"—	The cost of an escort for your wife while you're recovering in the hospital in traction.

METROPOLITAN WIFE & HUSBAND INSURANCE CO.

Parents Malpractice Policy

This policy covers Parents who fail in their chosen pursuit of Parenthood. The Company (hereafter called "The Company") will re-imburse the damaged party or parties (hereafter called "The Kids") as per the following malpractice infractions, to wit...

MALPRACTICE INFRACTION	PAYMENT OR COMPENSATION
For the domination of their son, especially by a strong, aggressive mother and a weak retiring father, causing the kid to become a homosexual—	The cost of an apartment in Greenwich village and a Summer place on Fire Island for ten years, decorated in the pastel shades of his choice.
For their constant bickering, thereby creating a hostile, sick atmosphere in the home—	The cost of sending either the children or the parents to a distant sleepaway camp.
For their continuous bragging about how they cheat the U.S. Government on their taxes—	The cost of a good lawyer for any child who'll probably be arrested for some petty crime.
For lecturing the children on what is "right" and what is "wrong" and what is expected of them as family members—	The cost of an eight year's supply of "NoDoz Tablets."

BUY-CENTENNIAL DEPT.

The Bauble Hymn

or One Bicentennial

ARTIST: HARRY NORTH, ESQ.

Our eyes have seen the folly of our Land's 200th year;
With the flags and coins and stickers we have had it up to here,
Not to mention re-enactments of the Ride of Paul Revere—
Thank God they'll soon be gone!

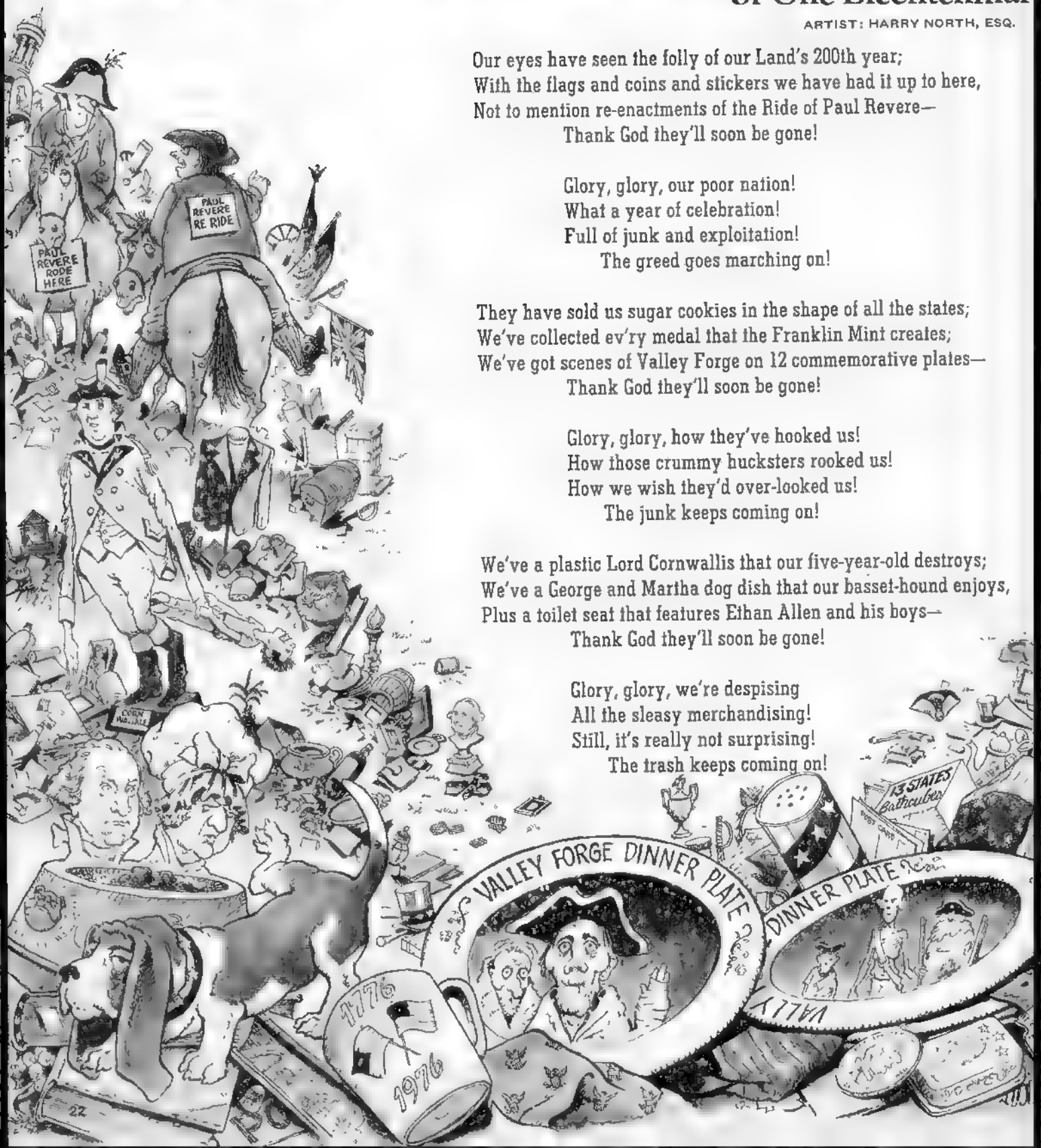
Glory, glory, our poor nation!
What a year of celebration!
Full of junk and exploitation!
The greed goes marching on!

They have sold us sugar cookies in the shape of all the states;
We've collected ev'ry medal that the Franklin Mint creates;
We've got scenes of Valley Forge on 12 commemorative plates—
Thank God they'll soon be gone!

Glory, glory, how they've hooked us!
How those crummy hucksters rooked us!
How we wish they'd over-looked us!
The junk keeps coming on!

We've a plastic Lord Cornwallis that our five-year-old destroys;
We've a George and Martha dog dish that our basset-hound enjoys,
Plus a toilet seat that features Ethan Allen and his boys—
Thank God they'll soon be gone!

Glory, glory, we're despising
All the sleasy merchandising!
Still, it's really not surprising!
The trash keeps coming on!



Of The Republic

Every 200 Years Is Enough!

WRITER: FRANK JACOBS

There's a plaque that shows Ben Franklin making out in Paris, France;
We've a plastic Patrick Henry doll that shouts and raves and rants;
When you wind it up it screams for war and also wets its pants—
Thank God they'll soon be gone!

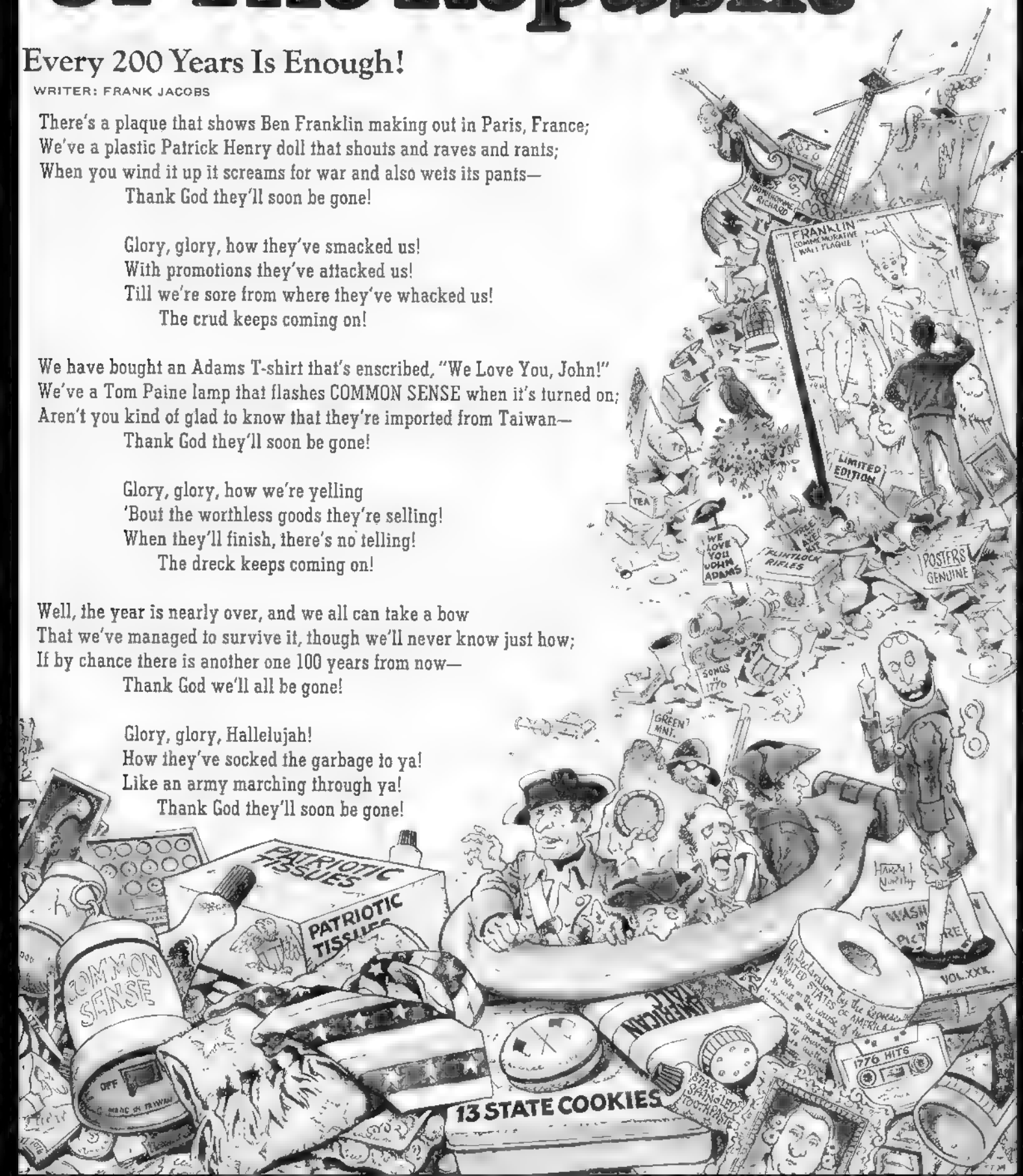
Glory, glory, how they've smacked us!
With promotions they've attacked us!
Till we're sore from where they've whacked us!
The crud keeps coming on!

We have bought an Adams T-shirt that's enscribed, "We Love You, John!"
We've a Tom Paine lamp that flashes COMMON SENSE when it's turned on;
Aren't you kind of glad to know that they're imported from Taiwan—
Thank God they'll soon be gone!

Glory, glory, how we're yelling
'Bout the worthless goods they're selling!
When they'll finish, there's no telling!
The dreck keeps coming on!

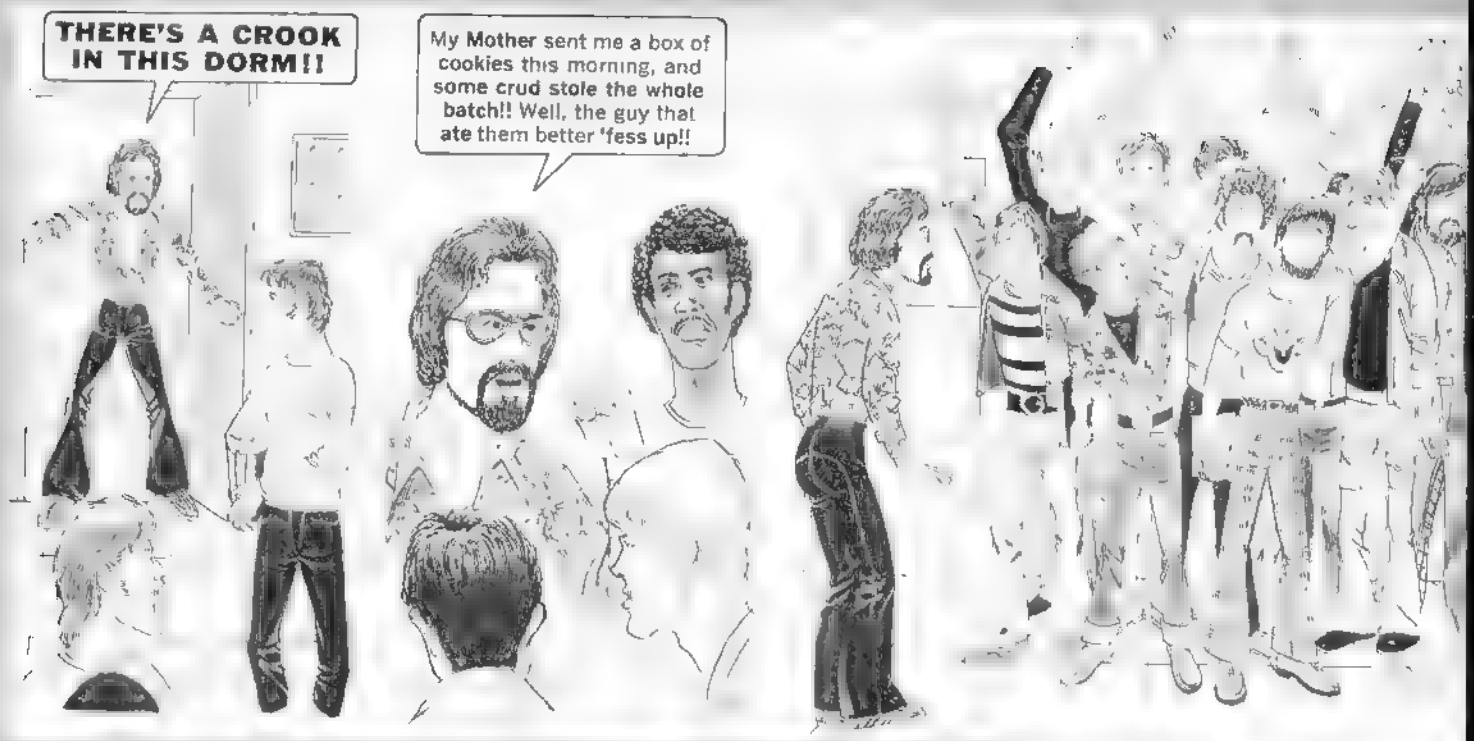
Well, the year is nearly over, and we all can take a bow
That we've managed to survive it, though we'll never know just how;
If by chance there is another one 100 years from now—
Thank God we'll all be gone!

Glory, glory, Hallelujah!
How they've socked the garbage to ya!
Like an army marching through ya!
Thank God they'll soon be gone!



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... LIVING



TOGETHER

ARTIST & WRITER: DAVE BERG

WHAT. . may I ask . . are you doing?!?
I'm washing out the milk bottles!
And NOW WHAT. . . may I ask . . . are you doing?
Putting the caps back on! Then I'll put the bottles outside for the milkman to pick up!
And he's going to bring them back to a bottling plant where they're go ng to throw away the caps and thoroughly sterilize the bottles!! Do you realize what you're doing is STUPID?
I'd rather YOU think I'm STUPID than the people at the BOTTLING PLANT think I'm a SLOB!!
The telephone and electric bills are overdue, and the checking account is overdrawn! Can't you keep a budget?!?
Don't yell at me! With your salary and the constant rise in prices, it's IMPOSSIBLE!!
Look, let's not fight! We're in a financial pickle! We need money fast! Your Father lives with us, and he's got money! Why don't you borrow some?!?
Well, okay. . . I'll try
Pop, I'm really strapped for cash! And I haven't the slightest idea where I'm going to get it from!
Good! I'm glad to hear that!
For a minute there, I thought you had some idea you were go ng to borrow it from ME!
I don't mean to offend, but your Wife isn t a very good HOUSEKEEPER!
Really?!? . guess I never noticed! I spend most of my time in my basement workshop!
Actual y, I've always thought of her as a NEATNESS NUT!!

Magazine articles advise women to "put the ROMANCE back in your marriage! When your Husband comes home, don't greet him in curlers and a dirty apron! Look your best for a change!" Well . . . that's exactly what I'm going to do!

Okay!! What's going on?!

OH!! You—you surprised me! You're home early today!!

That's right! And how come I find you all spiffed up?!?

I thought I'd try putting the romance back in our marriage!

Is that all?! Thank God! For a minute, I thought we were going out to dinner!!

So . . . your children are all grown up and married!

Well—you know how things are these days!

You and your husband must be rattling around in this big house of yours!

There IS a lot of rattling around the house, yes!

But it's our children who are divorced and have moved back in with their children who are doing the rattling around!

Gladys, I am sick and tired of eating HAMBURGERS! Just for a change, how about lamb chops for supper tonight!?!

Gladys, that dripping kitchen faucet is driving me out of my mind! I wish SOMEBODY would put a new washer in it!

Huh?? Hey, what's with them?

They haven't spoken to each other in months! Communication would've broken down altogether if it weren't for Gladys!

Who's Gladys?

Their TURTLE!

For the life of me, I can't make up my mind, so you've got to help me! Which one of these swatches for the living room drapes do you like . . . the plaid, the art nouveau or the solid color?

Hmmmm! To tell you the truth, I can't decide!

You can't decide?!? The big businessman who's supposed to be able to make fast, firm decisions?! You CAN'T DECIDE!?

Okay! Okay! You want me to make a fast, firm decision?! Here it is!!

YOU DECIDE!!

GIN!

Again? Nobody can be that lucky!!

Hold it!! Are you accusing me of cheating?!

You bet I am! I don't know how you're doing it, but you are! And I never want to play cards with you again!

. . . Oh, yeah?!? Well, I never want to play cards with a SORE LOSER again! I'm going back to my room . . .

. . . so just gi'me my deck of marked cards!

Living with you is maddening!! I work like a dog making you a delicious meal and you come home when you please! Now, it's gonna be overcooked because I have to warm it all up again!

And another thing! We have a HAMPER! So why don't you USE it instead of throwing things all over the floor!

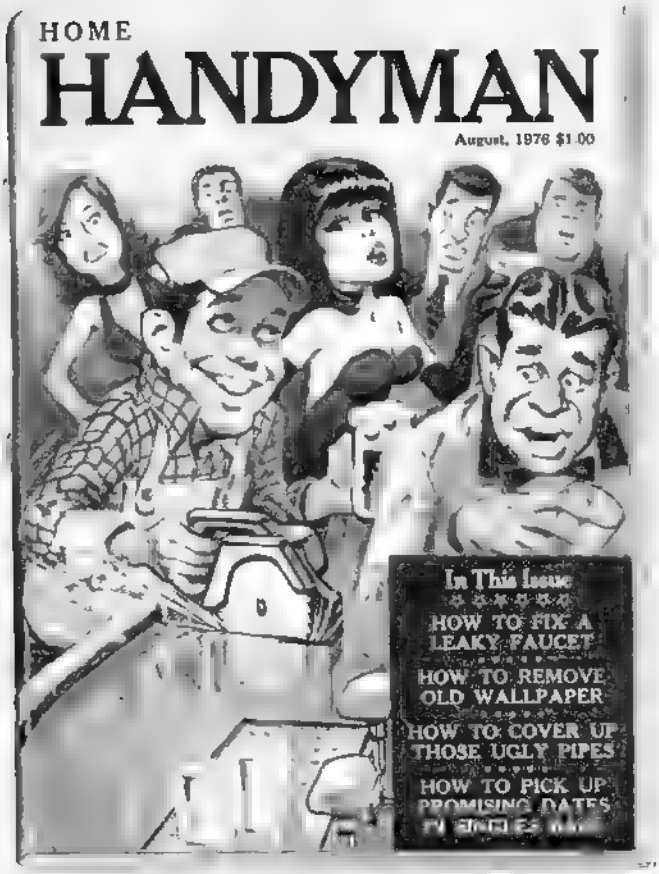
There you go, making noises like a WIFE again!

But I AM a Wife!

I know!! And if you don't like me the way I am . . .

go back to your HUSBAND!!

David Ber



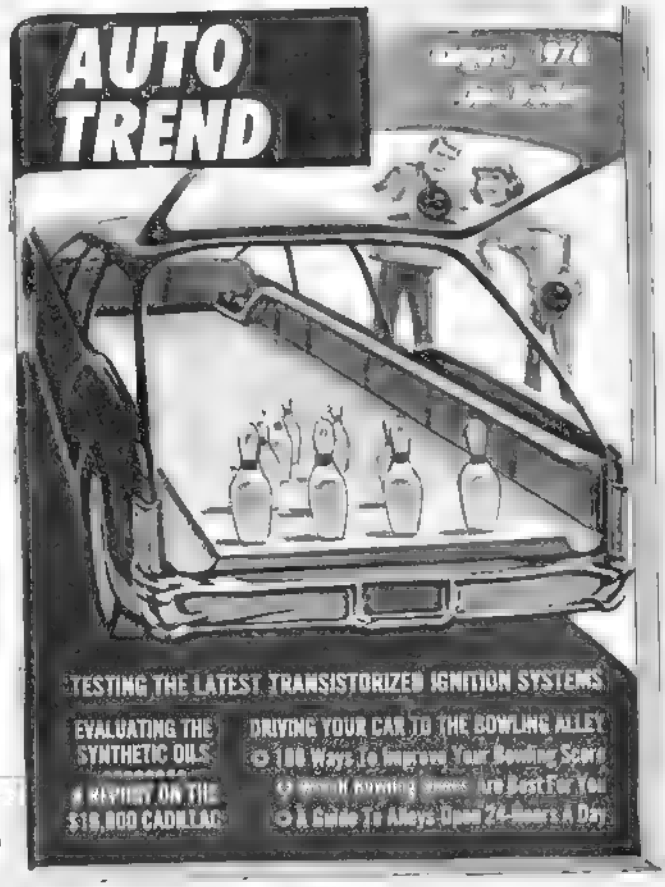
REACHING FOR NEW "HYPES" DEPT.

Because of today's inflation, most magazines are in severe financial trouble. Except, of course, MAD. (We were in severe financial trouble before inflation!) And so, in order to effectively boost sagging sales, many of the "specialty" magazines are broadening their subject matter to appeal to a much wider range of reader interest. A quick glance at these covers will show...

HOW "SPECIALTY MAGAZINES" ARE TRYING TO BOOST SALES

ARTIST. JACK RICKARD

WRITER DICK DE BARTOLO



COLUMNS LEFT! COLUMNS RIGHT! DEPT.

Think you've got a mind of your own? Forget it! You're putty in the hands of the Press! Mainly, how can you make up your mind about anything when the

WRITER: FRANK JACOBS

"Just because an idea is old doesn't mean it's good."

THE DAILY LIBERAL

Price: 15 cents per copy

ANYTOWN, U. S. A.

HAPPY DAYS

Seven-year-old Wanda Smith is all smiles after taking a fun bus ride with other joyful children to attend classes at the formerly all-white Hotchkiss Elementary School only 13 miles from her home.

FOREIGN VISITOR MADE SCAPEGOAT IN ACCIDENT

Three years ago Carlos Hidalgo came to America hoping to find the opportunity that was denied him in his native Mexico.

Today he lies in a coma in Anytown Hospital, the latest victim of the bigotry and injustice that make a mockery of our so-called democratic system. Early this morning on Highway 22 his car was sideswiped by a Cadillac driven by local wheeler-dealer Jasper Van Flick.

Van Flick, a playboy with a reputation for drinking, refused to take blame for the crash, claiming that Hidalgo was responsible because he was driving too slow.

Rather than arrest Van Flick, who appeared intoxicated and was accompanied by a young woman believed to be a former go-go dancer, the State Police are expected to persecute Hidalgo in their attempt to find a scapegoat.

The plight of Hidalgo points up once again the double standard in our society, whereby the rich go free and the poor are victimized. The Daily Liberal urges its readers to open their hearts and pocketbooks and contribute to the "Help Hidalgo" fund, which this newspaper has set up to

Continued on Page 2

ROCK FESTIVAL CHEERED BY YOUNG MUSIC LOVERS

Filling the night air with shrieks of pleasure, more than 3,000 fun-loving youngsters crowded into Beemish Park for Anytown's first rock festival.

Sounds of the concert, which featured the Upper Dentures and several other pop groups, could be heard throughout the town until the wee hours of the morning.

Despite predictions by town reactionaries of uncontrollable mob behavior, there were no serious incidents, except for a minor riot in the audience that hospitalized eight teenagers, only five of them seriously.

The riot may have been triggered by the Gestapo-like presence of the police "goon squad," which patrolled the park, provoking cries of "police brutality" from the audience.

Nevertheless, the crowd behaved well with the result that the park suffered less damage than might be expected. Some minor damage to the shrubbery and bandstand was caused during intermission when a carefree group of motorcyclists provided surprise entertainment by drag-racing through the crowd and

Continued on Page 5

HOUSING FOR POOR TO REPLACE SLUMS

Three of Anytown's most run-down blocks will be razed to the ground and replaced by low-income luxury apartments, it was announced today. Among the buildings to be torn down is the dilapidated Smedley House, long considered the town's worst eyesore.

"It's a great day for the improverished," said Charles Milch, chairman of the local Anti-Poverty Program, who revealed that the new complex will contain indoor saunas, swimming pools, pingpong rooms, bowling alleys, a movie theatre and other facilities for the deprived. The project will take more than two years to complete.

"Sure, some of the poor are going to be homeless for a while," Milch admitted, "but that's the price of progress and, besides, we know what's best for them."

"DAILY LIBERAL" Workers To Benefit From Price Hike

The Daily Liberal, keeping in step with inflation, which seems to be the way of life these days, announces that starting Monday it will raise its newsstand price to 20 cents. This increase will cover the recent 10 per cent wage boost we've given our loyal typesetters, who, in their own words, have been toiling too long for too little."

We are certain that our readers will pay the extra nickel willingly once they consider how much they are contributing to the happiness of our workers and their wives and children.

Marijuana Called "Not Harmful"

Although tests are incomplete, it appears that marijuana has not been proven harmful to health, according to a survey being conducted by doctors at the Southwest Institute of Pennsylvania

WORLD NEWS ROUND-UP

Senator Blasts CIA

Sen. Frank Church (D., Idaho) declared that CIA activities in Ecuador threatened that country's right to govern itself. Church said the CIA was guilty of "unlawful meddling."

Unemployment Stays High

A government report revealed today that despite record corporate profits, the nation's unemployment rate was still at a record high.

U.S.-Soviet Peace Chances Good

Key American and Russian diplomats foresee great progress for peace and "a good chance of disarmament," following talks as a result of President Ford's summit meeting with Soviet Premier Brezhnev.

Oil Spill May Doom Rare Gull

As a result of the oil spill off Florida last week by an Ajax Petroleum tanker, scientists fear that the rare brown-beaked gull may be on the verge of extinction.

facts are being distorted to reflect the point of view of the newspaper you read? If you don't believe us, compare these . . . and you'll see what we mean!

PHOTOGRAPHER: IRVING SCHILD

"Just because an idea is new doesn't mean it's good."

The Daily Conservative

Price: 15 cents per copy

ANYTOWN, U.S.A.

VICTIM OF LAW

Eight-year-old Billy Weems is bewildered by unfamiliar surroundings after forced bussing compels him to attend the formerly all-black Glutz Elementary School, more than thirteen miles from his home.

IMMIGRANT INVOLVED IN HIGHWAY CRASH

A foreign car driven by an unemployed Mexican once on welfare contributed to a collision on State Highway 22 outside of town at 3 a.m. this morning.

Carl Hidalgo, who is believed to be a wetback in America illegally, could not explain his being on the road at such an hour.

According to observers, the crash occurred when Hidalgo failed to get out of the way of an American-made Cadillac, driven by Chauncey Van Swick, one of Anytown's most respected businessmen and whose family has lived here since 1873.

Van Swick was driving home from an important function and was accompanied by his secretary, Miss Lola Wanderlust. Neither, fortunately, was injured, but Van Swick's Cadillac will require extensive repairs.

Whether State Police will hold Hidalgo for reckless driving depends on whether he recovers from the alleged skull fracture he supposedly received as a result of his carelessness. Currently being treated at Anytown Hospital at the taxpayers expense, he had the effrontery to go into a coma, which Continued on Page 2

ROCK FESTIVAL MARRED BY SCREAMING, UNRULY YOUTHS

Until yesterday, Beemish Park was a place of beauty and quiet for Anytown's citizens. But now, after last night's rock festival, the park is an ugly shambles that will cost, a town spokesman says, "untold dollars in taxpayers' money to clean up."

More than 3,000 screaming, uncontrollable youths jammed into the park, disturbing the peace of most of the town and fighting amongst themselves. Only the prompt intervention of the police prevented a full-scale riot.

Police Chief Ralph Fenwick blamed our "permissive society" for the outbreak and assailed "radical elements and outside agitators that are trying to tear down our time-honored, traditional values."

It was Chief Fenwick who tried earlier to have the rock festival banned as a violation of a city ordinance passed in 1871, which forbids any local park being used "as a pasture or gathering place of domestic animals."

"It's obvious," he said, "that those long-haired freaks qualify as animals, and that Continued on Page 5

HOUSING SCHEME THREATENS LANDMARK

Unless immediate action is taken, one of Anytown's most cherished landmarks will soon be torn down.

The Smedley House, built in 1883 and the home of town settler Ezra Smedley, will be razed to the ground as part of the so-called Anti-Poverty Program.

"It's true the place hasn't been kept up too well and that it's a rooming house, but it's a glorious example of 19th-century architecture that people come from all over to look at," said Emma McChesney Weems, president of the Save Old Smedley (S.O.S.) Committee.

I'm in favor of good housing for everybody," Mrs. Weems stated, "but rather than tear down fine old buildings, why don't we ship off the poor to another town?"

Union Forces "CONSERVATIVE" To Raise The Newsstand Price

The Daily Conservative regrets to announce that starting Monday it must raise its newsstand price to 20 cents. This increase is necessary because of spiraling labor costs caused by the refusal of the typesetters union to accept our generous 2 per cent wage boost offer.

Rather than face a crippling strike, we have been forced to knuckle under to the union's demand for a 10 per cent raise. We apologize to our readers that the greed of organized labor makes this increase necessary.

Marijuana Possible Health Hazard

Marijuana may prove to be harmful to health, once all the information is collected, according to a survey being conducted by doctors at the Southwest

WORLD NEWS ROUND-UP

Senator Lauds CIA

Sen. Barry Goldwater, (R., Ariz.) praised CIA activities in Ecuador as a means of staving off revolution Goldwater said the CIA had prevented a possible communist takeover.

Stock Market Shows Gain

Buoyed by a Government report of record corporate profits, the stock market rose more than 17 points today.

Pact With Reds May Cripple U.S

Political analysts in Washington today expressed concern that the U.S. may turn into "a second-class military power," as a result of President Ford's summit meeting with Soviet Premier Brezhnev.

Oil Spill Damage Discounted

Ajax Petroleum announced today that last week's oil spill off the Florida coast will not affect company profits for the coming year.

"Just because an idea is old doesn't mean it's good."

THE DAILY
LIBERAL

Price: 15 cents per copy

THE LIBERAL HOROSCOPE

ARIES (March 21—April 19): A good day to challenge those in power. Express yourself regardless of the odds.

TAURUS (April 20—May 20): A favorable time for letting loose with that crazy idea that's in the back of your mind.

GEMINI (May 21—June 20): If you don't feel like working today, then take off and let the other guy do it.

CANCER (June 21—July 22): A foreign visitor will open your mind to new thoughts. Go along with whatever he says.

LEO (July 23—Aug. 22): A friend in need will ask your help. You know how guilty you'll feel if you refuse.

VIRGO (Aug. 23—Sept. 22): You'll be tempted today to have a fling. Don't fight it. Skip the old routine and enjoy yourself.

LIBRA (Sept. 23—Oct. 22): People of other faiths, other backgrounds have good advice, even if you don't understand what they're talking about.

SCORPIO (Oct. 23—Nov. 21): A good day to clean house, to rid yourself of those useless possessions you haven't used for years.

SAGITTARIUS (Nov. 22—Dec. 21): Regardless of the advice of old fogies around you, take the plunge, whatever it is.

CAPRICORN (Dec. 22—Jan. 19): Someone new comes into your life. Despite your doubts, trust him with your life.

AQUARIUS (Jan. 20—Feb. 18): A younger person will liven up your life if you don't stupidly try to curb his self-expression.

PISCES (Feb. 19—March 20): Read all the other signs in this horoscope so you can learn what the other fellow is going through today.

TV LISTINGS

9 p.m.

(6) "All In The Family." Archie, in typically ignorant fashion, loses an argument to Mike about so-called Welfare abuse.

(8) Movie of the Week. "Patton," starring George C. Scott. An egocentric, bloodlusting general runs berserk in World War II.

9 30

(6) "Maude." Valiantly, Maude befriends a homeless Eskimo she meets while campaigning for minority rights.

(11) "The Firing Line." Reactionary William F. Buckley makes a fool of himself debating "people's" attorney William Kunstler.

LIBERAL SPORTS

ANYTOWN GRIDDERS HUMILIATE PROUD TECH TEAM, 77-0

In a typical display of animal brutality, the Anytown Eagles humiliated the Nebbish Tech Sparrows last night 77 to 0. The partisan hometown crowd screamed after every touchdown, urging the winners to score and score again.

But no one gave a thought to the agony of the losers.

The Nebbish squad played their hearts out, but were never applauded, not even in the fourth quarter when they made their only first down of the game.

Where were the cries of compassion when Nebbish running back Moose Olmquist fumbled for the sixth time? Where was the spirit of understanding when Nebbish punter Ralph Quince squibbed an 11-yard kick off the side of his foot and hung his head in despair? What prompted the shouts of derision when Nebbish quarterback Smeed Smedley, after being sacked seven times, finally managed to get off a pass and was intercepted?

There was joy in the Anytown locker-room after the game, but for the Nebbish team there was only desolation and silence.

Surely winning can't be so important that we forget about the valiant losers? Surely Anytown Coach Homer Hopkins didn't need all those touchdowns. He could have left one or two for the Nebbish players who played so gamely.

But, no, winning big is so important that not even Continued on page 15

ADVICE FROM VIKKI

Dear Vikki:

Our 14-year-old daughter Clarabelle has been living away from home since she was 12. But now she tells us she wants to move in with three older men and a dwarf, organize a free-love commune and experiment with mind-expanding drugs. Should we allow this?

Open-Minded Parents

Dear Open-Minded Parents: What's to allow? She's a freedom-loving human being like you are, and if she feels like settling down, that's HER decision.

***

Dear Vikki:

Recently I went to a funeral and saw a man there wearing a safari jacket, blue denims and sandals. When I told him he had no respect for the dead, he said that being a liberal he could dress any way he pleased. Do you agree?

Puzzled

Dear Puzzled: No, I don't. Being a liberal doesn't mean you should dress like a slob. The man should have been wearing black sneakers.

***

FILM REVIEW

EVILS OF MILITARY RULE EXPOSED IN "KING KONG"

The re-issuing of "King Kong," now showing at the Anytown Cinema, gives brutal evidence of what can happen when democracy is replaced by military rule.

As timely as ever, the film depicts the struggle of a simple creature who dies seeking freedom in a crypto-fascist society. An underprivileged oversized ape is taken prisoner by hired jungle mercenaries and brought against his will to America, where he is caged by ruthless profiteers.

The ape, who desires nothing more than to do his thing in his native land, fights valiantly for his freedom but perishes, overwhelmed by his Pentagon-like oppressors.

The climax of the movie places the victimized creature atop the Empire State building, which, of course, symbolizes the towering corruption of our oppressive society. There, horribly outnumbered by war planes, he is shot down without benefit of a trial by his trigger-happy executioners.

By all means, go and see "King Kong." If nothing else, the film echoes the current plight of Indians, blacks, Chicanos and all the other oppressed minorities of today.

"Just because an idea is new doesn't mean it's good."

The Daily Conservative

Price: 15 cents per copy

The Conservative Horoscope

ARIES (March 21—April 19): Abide by your employer's decision. He knows what's best for you.

TAURUS. (April 20—May 20): Someone will express a new idea. Consider it carefully before rejecting it.

GEMINI (May 21—June 20): Work hard and keep your nose to the grindstone and you may get through the day.

CANCER (June 21—July 22): Stay away from crackpots, weirdos, new-wave nuts, and foreigners.

LEO (July 23—Aug. 22): A dear friend will seek your aid. Turn him down; he'll wind up thanking you for it.

VIRGO (Aug. 23—Sept. 22): A good day to rise at dawn, put in a 12-hour day and get to sleep before 9.

LIBRA (Sept. 23—Oct. 22): There is something you can learn from someone of a different race or religion. But it's not important.

SCORPIO (Oct. 23—Nov. 21): Think twice before throwing away a cherished, old possession that enriched your childhood.

SAGITTARIUS (Nov. 22—Dec. 21): An older person will wisely try to talk you out of that absurd scheme you're toying with.

CAPRICORN (Dec. 22—Jan. 19): An opportunity today to exchange views with a new acquaintance. Avoid it till you know him better.

AQUARIUS (Jan. 20—Feb. 18): A punk kid will try and disturb your peace and quiet. Use some good, old-fashioned discipline on the brat.

PISCES (Feb. 19—March 20): Stop frittering away your time reading supernatural junk such as this ridiculous astrology column.

TV LISTINGS

9 p.m.

(6) "All in the Family." Archie tries to explain the evils of the Welfare State. Mike, typically, won't listen.

(8) Movie of the Week "Patton," starring George C. Scott. Patriotic epic of America's greatest World War II hero

9:30

(6) "Maude." As usual, Maude runs off at the mouth spouting some idiotic liberal cause. This week it's homeless Eskimos.

(11) "The Firing Line." William F. Buckley makes mincemeat of radical lawyer William Kunstler

CONSERVATIVE SPORTS

ANYTOWN GRIDDERS SMASH, DEMOLISH TECH TEAM, 77-0

Urged on by the traditional, heart-warming cheer of "Kill, kill, kill" by 5,000 blood-lusting fans, the Anytown High Eagles demolished arch-rival Nebbish Tech last night, rolling to a 77-0 victory.

It was the 17th consecutive win over Nebbish by Anytown since the controversial upset of 1958, when the Sparrows squeaked out a 7 to 6 upset after a subversive penalty by a referee later accused of being a Communist. The total victory last night was accomplished through solid, old-fashioned football and not the effete, new-wave, pseudo-intellectual plays used by other schools.

"We don't need that kind of stuff," Anytown Coach Homer "Hurry-Up" Hopkins said. "Before the game I told my boys to just remember the basics—hard blocking, tough tackling and an occasional finger in the eye when the officials aren't looking."

The win establishes Anytown High as the Number One team in the state, country and, probably, the world. Asked why he didn't substitute more after his team scored four times in the first quarter, Hopkins said:

"I like rolling it up and making the other team look more rotten than they really were. Like the sign says in our locker-room, 'It isn't that you won or lost, but by how much.' I would've liked a couple more touchdowns, or at least a couple more serious injuries to the enemy, but I guess I gotta be satisfied with Continued on page 15

DEAR VICTORIA

Dear Victoria:

Our 25-year-old daughter Lucille wants to move away from home and get her own apartment. We're afraid that once she does she'll use her place for entertaining men and other illicit people. We're trying to raise her a wholesome, decent, God-fearing girl, but she calls us prudes.

Concerned Parents

Dear Concerned Parents:
So what's wrong with being prudes? Your problem is that you're letting a snot-nosed kid make adult decisions. The next time she opens her dirty little mouth, wash it out with soap. Then give her a good spanking and send her to bed with no pot roast.

***

Dear Victoria:

I recently attended my office picnic attired in a black, pinstripe suit and vest with shirt and tie, knee-length hose and plain-tipped, lace-up shoes. My wife says I was dressed all wrong. I say I was dressed properly. Who's right?

Curious

Dear Curious:
It's hard to say. A vest is optional at a picnic.

FILM REVIEW

"KING KONG" SHOWS NEED FOR LAW AND ORDER IN U.S.

The need for law and order in our society is shown vividly in "King Kong," now being revived at the Anytown Cinema.

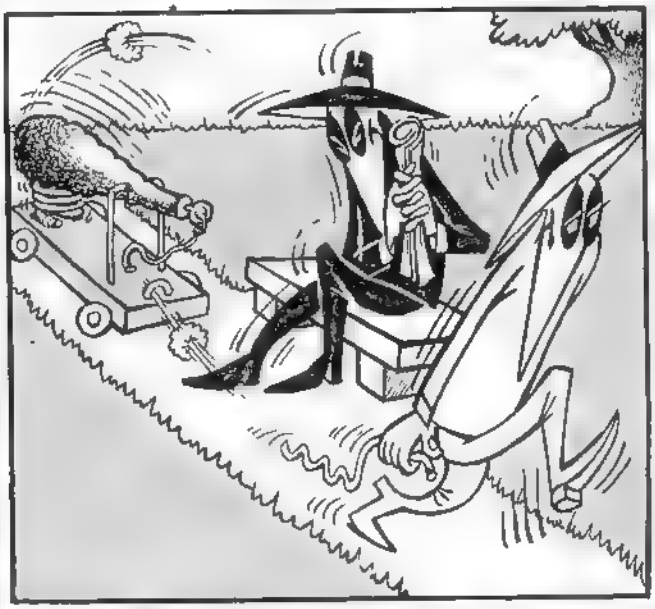
An entire city is terrorized by a long-haired giant ape, who thumbs his nose at decent, God-fearing people as he rages through peaceful streets in a violent orgy of destruction.

A small group of dedicated men try to reason with the creature, hoping he will give up his savage anti-American ways and prove worthy of taking his place in the mainstream of our law-abiding society. But the ape, perhaps brainwashed by left-wing elements, takes the law in his own hands and turns viciously on his benefactors.

The film shows the folly of trying to help those who refuse to help themselves. As we see the creature destroy public property, we're reminded of the recent riots in our cities, in which hippies and extremists tried to undermine the great traditions of our country.

It's fitting that the ape is finally destroyed by American fighter planes. As the unwashed creature falls to his death, we feel thankful that Uncle Sam's fighting-men can be counted on to save our land from the threat of international Communism.

SPY vs SPY



BOMB VIVANT DEPT.

Several months back (MAD #180 to be exact), we interviewed MAD's "CIA Agent Of The Year," and a lot of people found the article pointed and effective. And so, in the true MAD tradition of zapping those on both sides of an issue, we will proceed to offend those very same people by interviewing...

MAD'S "UNDERGROUND REVOLUTIONARY" OF THE YEAR

ARTIST: PAUL COKER, JR. WRITER: LOU SILVERSTONE

What happened? Did you object to the war in Vietnam? Were you disillusioned after Watergate?

Nahh! It was nothing like that! The whole thing started in my Chemistry Course one day—when I accidentally blew up the Lab! BLAMM! POW!! Man, I mean, that REALLY turned me on!

Besides being turned on by explosions, what OTHER reasons did you have for becoming a Revolutionary?

I was in the school library one day . . when I made an amazing discovery!

You discovered some books on the famous Revolutionaries . . . like Marx and Lenin?

What BOOKS?!? Man—I discovered SEX!!

I met this fantastic-looking chick, and she was into JAILS!

She was in PRISON?!

No, Man! She was making the "Jail Scene"! Like, that was the latest CAMPUS CRAZE! "Streaking" was OUT . . . and "VISITING JAILS" was IN!!

What did you students do when you visited the prisons?

We prefer to call them "Concentration Camps"! We rapped with the VICTIMS!

You talked to the people who'd been beaten and robbed?

Man, you got it all wrong! The VICTIMS ain't the dudes that were stomped and ripped off! The victims are the cats who were unjustly jailed and their rights taken away—just because they wanted their fair share of the American Way of Life!

Tha's right, Man! Tell it like it is! I was ONE of those downtrodden victims of Capitalistic oppression!

What crime did YOU commit?

NO crime!! I borrowed some dude's Cadillac! Unfortunately, he was IN IT at the time!!

Hey, Man! When we gonna eat? How we gonna fight a jive Revolution on an empty gut?!

We're doing the best we can!

Yeah! Besides, why should WE do all the cooking and cleaning! We want equality!

Right on!! Equality is gonna be the first thing on the agenda . . . AFTER the Revolution! Right now, fix the grub!!

How **ABOUT** after your Revolution, when everybody is equal! Who **IS** going to do the domestic chores?

It's **not** going to be us **Feminists!**

Hey, don' look at **me, Turkey!**

Tha's no **MY** job no more! It usta be, but **I queet!**

Ahh, well, we haven't worked out the **MINOR DETAILS** yet!

How many members do you actually **have** in the **CLODS?**

Our Citizens Liberation Force consists of twelv—

Er . . . make that **TEN comrades!**

What in the world was **THAT?**

That was **Regis** and **Tamara,** our **former Bomb Experts**— and the **latest martyrs** to the cause of **Freedom And Justice To All Peoples!**

I suppose the Underground was **pleased** with the end of the war in Vietnam?

No way! Peace is a **real downer!** I mean, the **war** was a scene the kids **grooved on!** Now it's **tough** finding a **cause** to get 'em to **riot** over!

What about the conditions of the **American Indians!** Now, **that** seems like a worthy cause!

The **CLODS** offered to help 'em, but they said they had **ENOUGH trouble ALREADY!** You just can't **trust** those ungrateful Redskins!

Comrade Marighella, it's time to leave for the **U.N. caper!**

You're going to blow up the **U.N.?!?**

No way, Man! The U.N. is the **best friend** Terrorists **ever had!** The **CLODS** are demonstrating for **Official Recognition!**

Official Recognition?! But . . . that's **absurd!**

Yeah?! Tell that to the **P.L.O.!!**

I'm getting **confused** by all the **contradictions!** Actually, what is the **aim** of your Revolution?

We want a Marxist form of government where everyone is free to do his **own thing** . . . where you can wear a **beard** and **long hair** without being **hassled,** and **smoke pot** without being **busted,** and—

But, you **can't** do that in **RUSSIA!**

Who asked YOU?!?

Hey, Comrade Marighella! The Eleventh National Bank was just BOMBED!

No kiddin'?! You got a dime, Mr. Boone? I want to call the station and take the credit for it!

Would you believe . . . some other fink group already called in and took the credit!?! It's getting so, you can't even trust the Underground these days!!

What ELSE do you do besides planting terrorist bombs?

We're into lots of things like free love, shoplifting, having in depth discussions on Marxism and—

Do you agree with everything in "The Communist Manifesto" by Karl Marx . . . ?

Almost everything . . . considering!

Considering what . . . ?

Considering Marx was an Aquarius and I'm a Taurus!

What s that stuff you're handing out to everyone?

Literature! The Underground is really into the Ecology Movement . . . !

What have you done to improve the ecology?

Are you puttin' me on, Man? Why, we've blown up banks, and we've threatened the heads of corporations that cause pollution, and we've chained ourselves to the Redwood Trees, and we hand out these pamphlets to educate the people about what's going on!

Don't you realize that when you throw empty beer cans and extra pamphlets into the streets that you're adding to the pollution problem?!?

Man, that's not pollution! Pollution is when a huge industrial complex dumps filth and industrial waste into our rivers and oceans and their giant smokestacks belch poisons into the ozone!

One last question . Do you know if there are any FBI or CIA agents in your group?

We DID have one Government Undercover fink in the CLODS! Man . . he was one fantastic Revolutionary! Like, he could always get us bread, or ammo, or electronics, or joints! Too bad we had to kick him out!

That was because you knew he would eventually inform of your group?

Naah! He had to go because those Government dudes are just too darn VIOLENCE-PRONE . . . even for US!!!

This is Pat Boone . signing off and returning you to MAD Magazine!

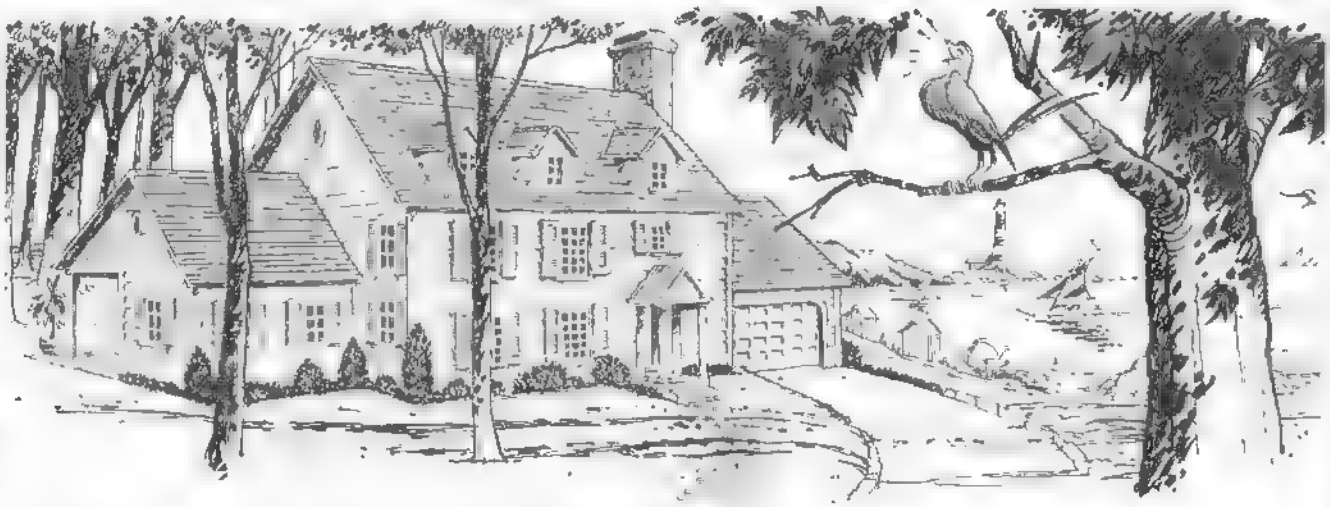
Have you ever read an ad and found a house that sounded like a dream only to kill a whole day driving out there to discover that it's really a dog? Then you know what it's like to fall prey to the sneaky Real Estate Ads placed by crafty builders and developers. Well, it needn't ever happen to you again, as MAD now offers a typical ad with the usual come-ons, and then interprets what each gimmick actually means in this Public Service Article that teaches you . . .

HOW TO READ A REAL ESTATE AD

PREVIEW SHOWING!

Grandview Acres

A UNIQUE, WOODED, WATERFRONT COMMUNITY IN SCENIC SWAMP HILLS, N.J.



ESCAPE THE POLLUTION OF THE CITY! LIVE IN AN EXCLUSIVE NEIGHBORHOOD FAR FROM THE CRIME OF THE CITY AND CONVENIENT TO NEARBY SCHOOLS!

Incredibly Beautiful Homes . . . Amazingly Priced From As Low As $39,999 To $54,999!!!

INCLUDING ALL OF THESE LUXURIOUS APPOINTMENTS:

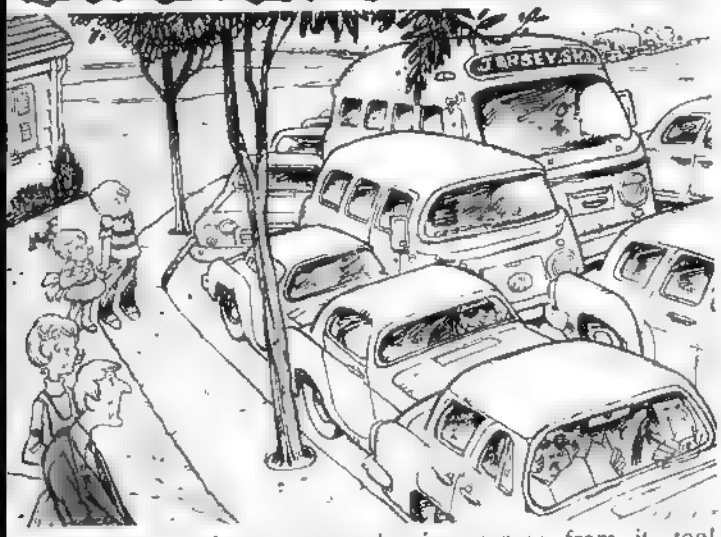
- **2½ Baths**
- **Full Basement**
- **Two-Car Garage**
- **Private Sauna**

SENSATIONALLY LOCATED TO PROVIDE ALL OF THESE EXCITING FEATURES:

- **Your Own Cabana Near The Beach**
- **Boating And Sailing In Season**
- **Beautiful View Of N.Y. Skyline**
- **45 Minutes From Midtown Manhattan**

WRITER: ALEN ROBIN ARTIST: BOB JONES

ESCAPE THE POLLUTION OF THE CITY!



The trouble is, everyone else is escaping from it, too!

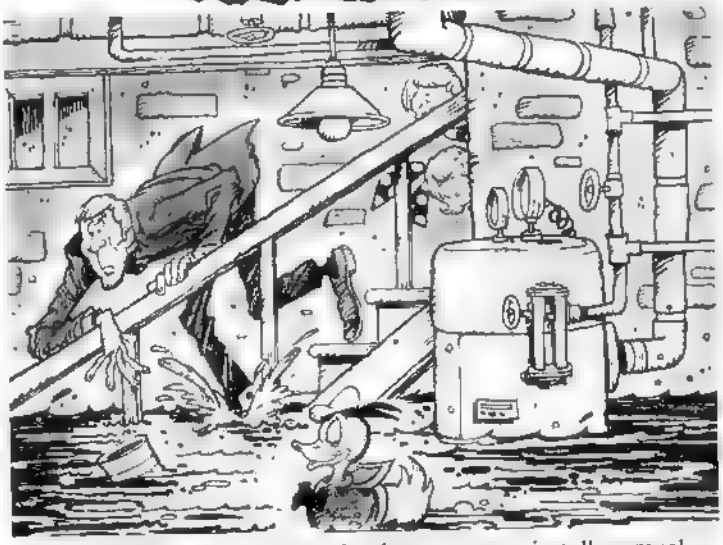
LIVE IN AN EXCLUSIVE NEIGHBORHOOD

Minority groups, wait till you see that "Welcome Wagon"!

• 2½ Baths

There's an extra charge to complete the unfinished half!

• Full Basement



Every time the tide comes in, but you can install pumps!

• Your Own Cabana Near The Beach

Actually, it's in the water! But that's near the beach!

• Boating And Sailing In Season

The season is whenever it rains! Then, you're forced to!

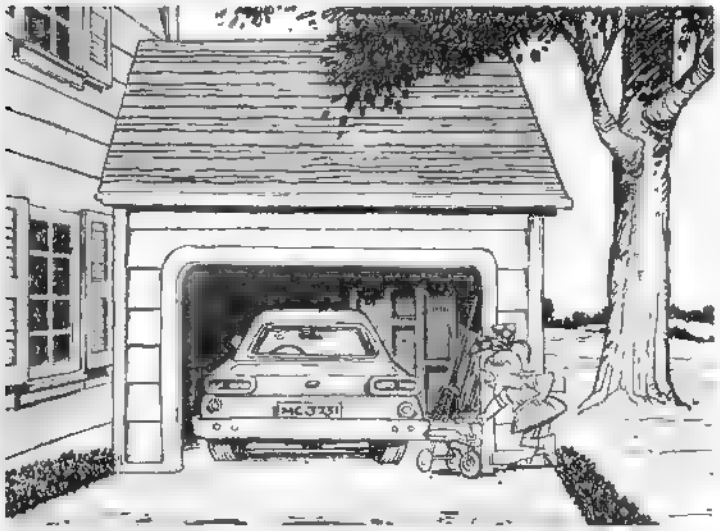
FAR FROM THE CRIME OF THE CITY

Right smack dab in the middle of the Crime Of The Suburbs!

AND CONVENIENT TO NEARBY SCHOOLS!

But not the kind that will get your kids into any college!

• Two-Car Garage



Yours . . . and the one that belongs to your four-year-old!

• Private Sauna

Poor insulation turns your house into one every Summer!

• Beautiful View Of N.Y. Skyline

Don't expect too much! It's the "Yonkers, N.Y." skyline!

• 45 Minutes From Midtown Manhattan

Between 3 A.M. and 4 A.M.! Other times, figure two hours!

DON MARTIN DEPT. PART III

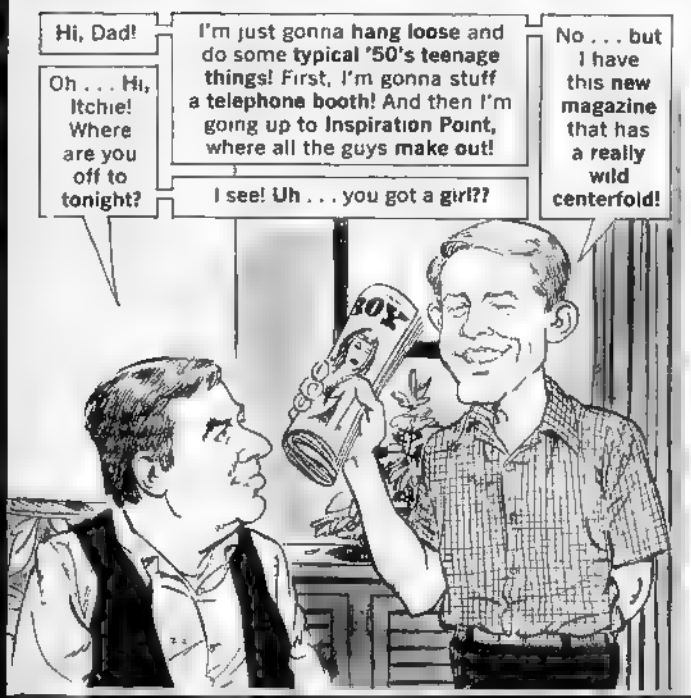
ONE FINE EVENING AT A RECITAL

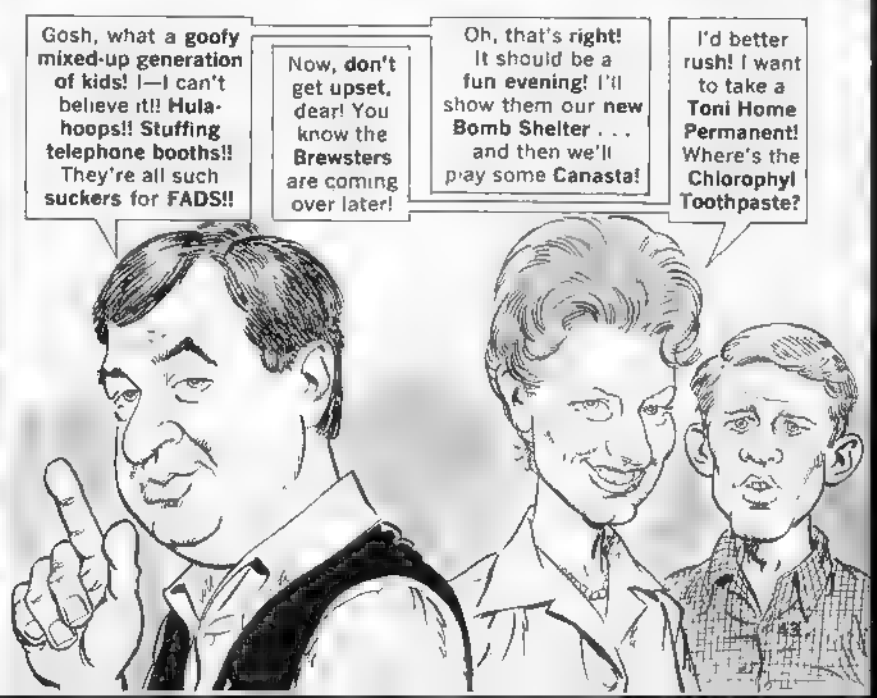
THE FATUOUS FIFTIES DEPT.

Have you noticed that people seem to get disgustingly nostalgic about things they weren't really very crazy about in the first place? Like the 50's? We figure that any decade that had the Korean War, the Edsel, Senator Joseph McCarthy, Davy Crockett hats, the Hula-Hoop and Pat Boone wearing fruit boots can't be ALL GOOD! And yet, the hottest show on TV these days is about this very bland, very silly decade where the biggest problem seemed to be *who* was making out with *whom*, and how fast your *face* would clear up. So, okay nerds. Go put on your blue suede shoes, your pedal pushers, your ankle slave bracelets and your leather jackets and get yourselves arrested for committing an idiocy while reading

CRAPPY DAYS

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN





Anything wrong, Itchie? How come you're still moping around here?

Dad . . . can I speak to you about a problem?

Is it serious?

Not very! It—it's just that I don't have a DATE for the "SOCK HOP COSTUME BALL"!

On THIS show, that's SERIOUS!!

I don't know, Dad! Something weird is happening to me . . . career-wise! In every '50's film, I used to be the most popular teen-age symbol around! And now, I seem to be losing it all!

Nonsense, Itchie! We all love you . . . even more than ever!

YOU do! But the girls in school . . . and the audience out there . . . THEY DON'T! Someone ELSE is taking my place!!

Itchie, the audience out there watches this show because they like to live in the past! They DIG NOSTALGIA!

So do I! Boy, am I nostalgic for the "good old days"!!

When were the "good old days"?

About two years ago . . .when I was the Star of this show!

Well, whoever this person is, if he's more popular than YOU, he must be very well-mannered, articulate and intelligent!

HEY-YAYYYYY!! It's the FUNZ!!

Then again, maybe I could be wrong!!

Sorry the Funz is late . . . but I was having my hair styled down at the Texaco Station!

At the Texaco Station?!

Yeah! They move my head up and down under the grease rack! HEY-YAYYYY!! WOAH-OHHHH!!

What are you doing with all your suitcases, Funzie??

HEY-YAYY! Funny, you should ask! Since I'M the STAR of the show now, I'm movin' into Itchie's room! Let HIM sleep over the garage!

This fugitive from a leather factory is America's new "Cult Hero"!?! Tell me, WHY is the Funz so popular?!?

Because he's pure 1950! He represents the sex appeal of Elvis Presley, the charisma of Marlon Brando . . . and, in all probability, the staying power of Snooky Lanson!

I still don't get what all the fuss is about! To me, he looks like the fashion coordinator for a rumble!

HEY-YAYY: WOAH-OHH!

The Funz'll pretend he didn't hear that remark!

Say, Funz! What's with the "Hey-yayy" and the "Woah-ohh"?

The Funz is the coolest, and that's HIS SOUND! That shows he's cool and tough!

On the other hand . . . it could be gas! That shows he drinks lots of Cokes!

How would you like a knuckle sandwich, Cullingham?!?

Come on, now! Relax, Funzie! Why don't you take off your jacket and make yourself at home?

HEY-YAYY!! Easy, Mrs. C! The jacket STAYS ON!! Where the Funz goes, the threads go! The Funz has worn this same outfit for over three years now!

We KNOW, Funz! We've been meaning to TALK to you about that! It's starting to get a little—shall we say—GAMEY!

And how would YOU like a knuckle sandwich, Mrs. C?!?

I hope I'm not interrupting something important, Funz!

WHAT TV Show? WHAT crucial turning point?

Be with you in a second, Itchie! I just wanna catch this! One of the great TV Shows of the 1950's is reaching a crucial turning point!

It's the "Mickey Mouse Club"... and I just noticed that Annette Funicello's BRA SIZE is now a lot bigger than her MOUSE EARS!

Gee, Funzie, I'm in a bind! I don't have a date for the Sock Hop Costume Ball, and I really want to go!

Cool it, Cullingham! The Funz'll get you one of HIS chicks!!

How do you do it, Funz? What's your secret...?

Le'me tell you the Funz's philosophy about women! A woman is like a car! Check 'er out frequently, kick 'er once in a while, and keep 'er locked in a garage!

Wow! What wisdom!! And they say Adlai Stevenson is the egghead of the fifties!

Right now, I need some action! I'll see you later at Arnerd's Malt Shop!

How come you're always on the move... always going somewhere on your bike?

Man, I wanna make every second count! I hear that in 20 years, there is gonna be a terrific GAS SHORTAGE

VROOM

Look! All the nerds are here!

Hi, Putzie! Hi, Riff!

Hi, fellas! I was just telling Putzie about this chick I picked up at the movies! I took her up to Inspiration Point... and had a "perfect night"!

Yeah! A "perfect night"! He went 0 for 9 in makeout attempts!

Oh, yeah! And I'll bet YOU'RE some smooth operator!

Hey... are you cruisin' for a bruisin'?!

Ahh, drink your soup before it clots!

Har de har har!

I wish the decade would end already! I can't stand any more of this insane 1950's lingo!

MANDUCK

WOKTON

Hey, who wants a Coke?
I do!
Me too! But I don't have the money!!
You don't need any money! You're with the FUNZ!!
DRINK
KLONG
CLUNK CLANK
Here ya are! Live it up!!
Y'know, if I didn't have a shoe repair shop on the side, I'd go bankrupt!!
Wow! Look! Arnerd's cheeseburgers are now up to 18 cents! Maybe we ought to try a hangout that doesn't have such "ritzy" prices!
I noticed this new hamburger joint that just opened up down the road! It's got a sign . . . "Over 920 sold"
Ahh! Sounds like another of those fly-by-night '50's "gimmick" places!! What's it called?
McDonald's!!
Tell me honestly, Cullingham . . what do you think of the Funz's "D.A."??
Gee, I'm kinda square, Funz! What does "D.A." stand for?
DON'T ASK . . . !!
I—I gotta talk to you, Funz . . . !
Sure! That's why I brought you back here to my office!
Y'know, I never DID understand why you always use Arnerd's back washroom as your office!
Because this washroom is the Funz's domain! This is where the Funz has room to comb his pompadour! And mainly, this is where the Funz gets to use his NUMBER ONE EXPRESSION!
What's that?
SIT ON IT!!
But, Funz! I don't even have to GO!!
HEY-YAYYY!!
GESUNDHEIT!

Sorry! I didn't mean to be a nerd! Okay, I'll just sit here and we'll chat! I—I was wondering if you got me a date for the Sock Hop Costume Ball?

Just leave it to the Funz, Itchie! You got it made in the shade!

Funz, you're the King of the Cool!

Oh, yeah?! Well, if I'm the King, how come YOU'RE on the THRONE?!

Well, here we are . . . chaperoning the Sock Hop Costume Ball!

Yeah! I just LOVE getting out of the house and into some silly costume! Have you noticed . . . they DO this to us every three or four shows?!

Are you embarrassed?

Don't be ridiculous! I ENJOY going down to the Paramount Wardrobe Department and ordering a "44 STOUT BUNNY SUIT"!

♩ ♩ Splish, splash, I was taking a bath, long about Saturday night— ♪ ♪

It's a good thing we're here! There's no telling WHAT they'd be doing if we weren't watching!

What a generation! Making out after only three dates! Wearing hip-huggers! Sneaking off and smoking king-size cigarettes . . . !!

Teenagers will NEVER get any wilder than they are now!

Why can't they be honest, upstanding citizens like Vice President NIXON?!

It's those "Esquire Magazines" and those controversial Beach Movies! They should be BANNED!!

♩ When your sweetheart sends a letter of good-bye— ♩

Say! In what EXACT year is this show taking place . . .?!

Whatever is convenient for the show! Why?

Because I'm all mixed up! They just played "Splish Splash". . . a hit from 1958! And now they're playing "Cry". . . a hit from six years EARLIER in the '50's!!

Okay, so we'll dance backwards!

Hi, Itchie! You having fun?!?

Not really, Dad! Funzie hasn't shown up with my date yet, and I've been dancing alone all evening!

Well . . . don't blame the Funz! It's hard getting a partner when you're dressed as a PORCUPINE!!

It's about time you showed up, Funzie! Where's my date . . .?!?

She'll be right in!

I can't wait!! Is she really keen-looking?!

Itch, she's the most sensational thing in a dress in the entire decade! She's the RAGE of the '50's! When she walks in, you won't be able to take your eyes off her! You won't be able to CONTROL yourself!!

I thwear . . . I'll kiwwl you a miwwlion times . . .

Uncle MILTY is my date for the Sock Hop Costume Ball ?!? Why, Funzie? WHY?

'Cause that's the Funz's JOB on this show, you nerd, you!

WHAT?!? To bring on some Comedian in DRAG?!

No, clod, to pull in the RATINGS!! And in the '50's, Uncle Milty is NUMBER ONE in the RATINGS!!

Well, I gotta be going now! I'm off to my new '50's job. "Valet Car Stripping!"

Funz, why don't you settle down and straighten out?!? You know . . . America is the land of opportunity for the right kind of men!!

I know! That's why I'm staying EXACTLY where I am, Mr. C.!!

How come . . . ?!?

In what other country can a man like me . . . in his 30's . . . make a million bucks playing the part of a 19-year-old . . . giving everyone "The Finger"?!?

HEY-YAYYY!!

WOAH-OHHH!!

Holy cow!! Look what just walked into our show! A—a BLACK kid!

Not yet!! I'm still a NEGRO! I won't be a BLACK for another ten years! In fact, it's been only five years since I was COLORED!

There must be some mistake! Blacks aren't on television in the '50's!

I KNOW!! But I think I'll just wait around here at the dance!!

Wait?!? For what . . . ?!

For the '70's, you jive turkey!!

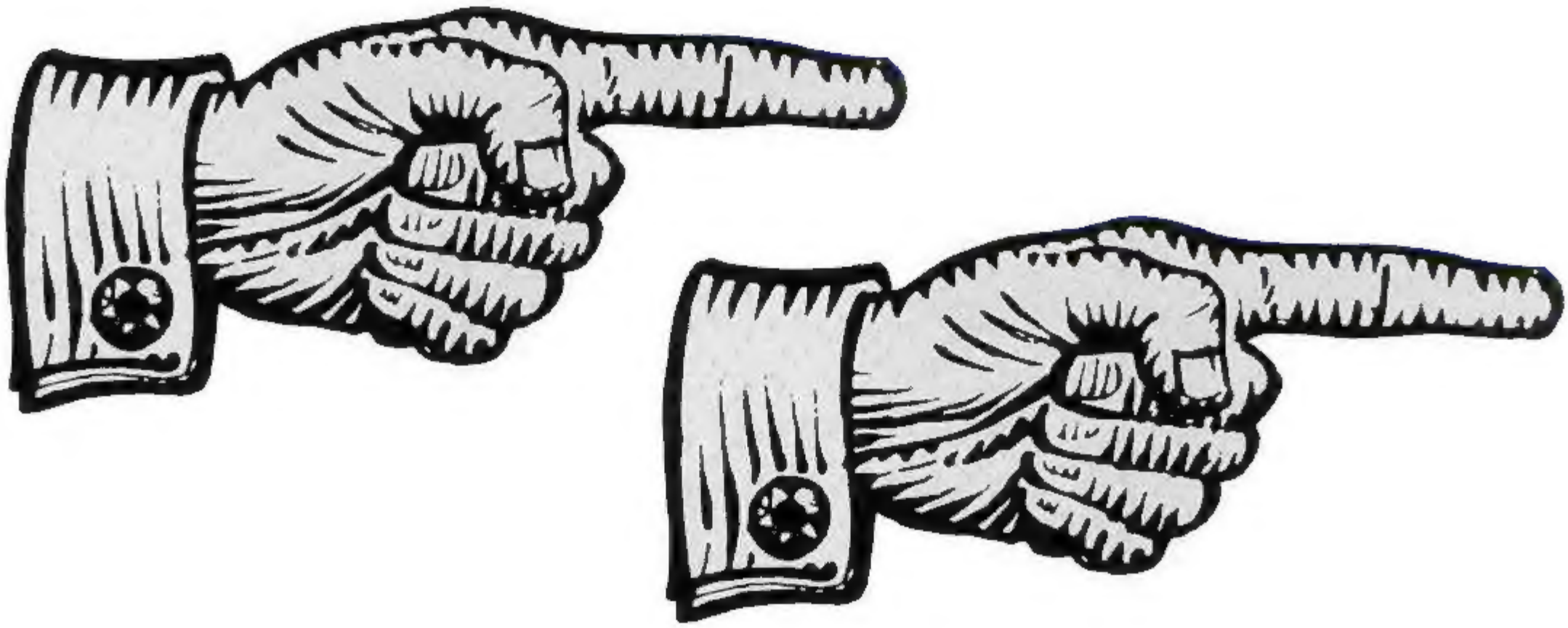
That's when ME and my FRIENDS take over!

Hey, Sanford! Is it okay to come in?

Sure thing, Jefferson! And bring Florida and the rest!!!

Nothing to see here!

Please skip ahead.



WHAT POPULAR CON GAME... PLAYED IN A CARNIVAL-LIKE ATMOSPHERE... MAKES SUCKERS OF US ALL?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Many people are taken in by the hawkers and promoters at carnivals. However, in one very special carnival-like atmosphere, notorious con men neatly pin the label "Sucker" on us all. To discover exactly what their con game is, fold in the page as shown on the right.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER: AL JAFFEE

POLICING CARNIVALS FOR CON MEN PRESENTS A TACTICAL PROBLEM FOR LOCAL AUTHORITIES, AND SHADY PROMOTERS ARE STILL GIVING SUCKERS SOME SURPRISES

A▸ ◂B

WHAT POPULAR CON GAME... PLAYED IN A CARNIVAL-LIKE ATMOSPHERE... MAKES SUCKERS OF US ALL?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

POLITICAL

PROMISES

A▶◀B

DON'T VOTE FOR

ALFRED E. NEUMAN

ANOTHER MAD MINI-POSTER

FOR PRESIDENT

THERE ARE BIGGER IDIOTS RUNNING!